

COMMUNICATION BLUEPRINT

RELATIONSHIPS

Who are we trying to build a relationship with?

- Current Residents
- Prospective Residents
- Media

Insight – What do they need that they are not currently getting?

A sense of community from our posts that invite a deeper affinity for the City.

What is our **current relationship** with this audience?

They know us, but they haven't become brand ambassadors yet.

OBJECTIVES

What **business and communications goals** must we achieve?

Showcase how West Chicago is unique in comparison to its neighbors and tell that story to a wider audience.

How will **brand editorial content** support our business and communications goals?

- Content has to be accessible, easy to understand, informative, based in fact
- Content is the fundamental piece that shows a relatable side the City
- Content is the discussion-starter; without content, the City and residents will never be able to have the conversations they need to have

APPROACH

What **unique value** does the City bring to residents?

Diversity paired with a sense of community is something exclusively available in West Chicago that provides the City with much charm and differentiation.

What is our content vision?

- To inspire
- To persuade
- To intrigue

What **critical success factors** will we use to judge our strategy?

Number of conversations, shares, and overall sentiment measures.



CONTENT & COMMUNITY

What is the **tone / manner** we will use with our audience?

- Positive
- Neighborly
- Professional

METRICS

How we will we judge and **measure success**?

- Engagement/readership
- Reach / media coverage
- Annual focus group benchmarking

What **editorial themes** will guide brand content development to meet our vision?

- Showcasing our local history and roots
- We are West Chicago pride campaign
- Focusing on all the positives the City has to offer

What **format and frequency of editorial content** will be required?

- Multimedia – visuals, videos, infographics, etc.
- Varied frequency, but content has to be timely, relevant and constant
- Both proactive and reactive, on-point with what's being talked about today and listening – and responding – to social conversation
- Shareable across multiple platforms
- Pushing content across paid, earned, shared and owned



SUGGESTED EVENTS AND EXPERIENTIAL ACTIVATIONS

Customized seasonal special events which showcase the community to residents and visitors. This is a sampling of which the City can choose which events to adapt and which events to consider for future use.

- **West Chicago Days** - A festival to celebrate the heritage of West Chicago by uniting the population of West Chicago in celebration of music, food, people and the city itself. This is something that could be leveraged with traditional media as well as bloggers.
- **This is OUR community week/We are West Chicago** - In a partnership with local restaurants, create a week where each day a certain restaurant is featured and showcase what that restaurant brings to the community. The restaurants may encourage patronage through discounts, coupons or loyalty programs.
- **Take your bike to work week/West Chicago Bikeathon** - Establishing West Chicago as a biking hub is an important item in the Strategic Plan. This week would encourage employees to bike to work and highlight the scenic routes and safe bike paths that make this type of commute possible. Coordinate with National Bike to Work Week (May 15-19 in 2018 with National Bike to Work Day on the 19th) to leverage their communications tools and media outreach. Consider establishing an annual West Chicago Bikeathon similar to the Riverwest 24 to showcase how bike-friendly the City is. The City could provide a decoration station for people to festoon their bikes along with water stations/support stations.
- **Summer Foam Parties** - During the summer, work with the Park District to create a summer foam party for kids in the biggest park in West Chicago. These have been huge successes in the cities that have conducted them and encourage families to frequent parks.
- **Friday Lecture Series in the Park** - Working with the Park District, invite local professors or teachers for a reading in the park, a set of famous poems, a play, or a lecture on a trending topic. Publicize through owned media platforms.
- **Partner with Local Artists** - Create outdoor gallery to display the work of local artists.
- **Painting with a Twist** - The City will provide a painting instructor and free canvases and paint sets to the first twenty people who sign up. The City will host this air painting event in a public park where people can follow the instructor to create their own keepsake, relax, make new friends and learn a new skill.
- **Winter Streets** - Create a winter wonderland once streets are filled with snow for younger residents to enjoy the magic of the season.
- **West Chicago Pet Days** - Host a pet day in the summer to celebrate pets of West Chicago and their owners. Create a fun and safe environment for pet owners to get to know each other and show off their pets to the community.
- **Farmers Pop up Market Day (Harvest Days)** - Where Latino and Caucasian populations showcase their very best of arts and crafts and locally sourced vegetables and fruits on one day during the fall.
- **Public Art Program:** As an extension of the PR Program, it is important to address how the City's rich art history and involvement can help garner positive press and create additional opportunities of expression for residents. It is also important to note the City should work on a Public Art Master Plan to serve alongside this Marketing Plan. As the City begins to grow its inventory of public art, a strategic approach to location, type of art, funding sources and etc. should be developed to encourage excitement and involvement of all community stakeholders. Public art will help the City tell the community's many stories, serve to document the past and present and help create a sense of place that is uniquely West Chicago.

The art program would fluctuate between local and regional artists and community members. The regional artists would be commissioned to do work that represents West Chicago to provide an additional perspective and add an additional layer of intrigue. In addition to local and regional artists, the program should be extended to residents and encourage them to paint and donate their work through programs like "painting with a twist" (mentioned in this Plan) and other avenues where they can freely express themselves through art.

Encouraging the residents to contribute their artwork will instill more pride in the City and give them an avenue to do an entertaining activity, especially during the summers and something that can involve youth as well. The residents can participate during the summer and the fall and the commissioned artists can participate during the winter and the spring. This separation also allows spectators to understand the delineations and have ample time to enjoy the different forms of artwork. The themes chosen for the artwork can align with popular culture or thematic happenings within the West Chicago community. These pieces of art can be displayed within both the Latino and Anglo communities. The key to this message getting across is through ample promotion via social media channels, the website and even select press releases depending on who the artist is and the level of notoriety they may receive.



KEY PARTNERS: PUBLIC-PRIVATE PARTNERSHIPS

Our research indicates that public-private-partnerships are essential to supporting execution of this Plan. Enlisting a variety of sectors to work together offers enormous potential to bring about broader, lasting change. By mobilizing resources outside of the City's immediate control, networked organizations achieve their missions far more efficiently, effectively, and sustainably than they could have by working alone. The Key Partners would be: educational institutions, hospitals, shopping centers, faith based organizations, home owner associations (when appropriate) local businesses and chamber of commerce. All the engagement should be done face to face with kick off meetings, followed by regular meetings thereafter, that the City actively publicizes both for public record and for the sake of showing the City working together to instill change. This effort would also maximize the community's public resources by elevating the intergovernmental partnerships between stakeholders in West Chicago. Based on research by the White House Council for Community Solutions, the following key characteristics and operating principles are critical for effective collaborations to achieve their accomplishments

Core Principles--what does the collaboration need?

- Move the needle on a community-wide metric
- Long-term investment in success
- Cross-sector engagement
- Use of data to set the agenda and track over time
- Community members as partners and producers of impact

Characters of Success--what do successful collaborations have in common

- Shared vision and agenda
- Effective leadership and governance
- Deliberate alignment of resources, programs and advocacy toward what works. Dedicated capacity and appropriate structure
- Sufficient resources

Supportive Resources--what do they need to thrive?

- Knowledge
- Tools
- Technical assistance from peers and experts
- Policy
- Funding

RECRUITING BUSINESSES AND RESIDENTS INTO WEST CHICAGO - AN ECONOMIC DEVELOPMENT MARKETING STRATEGY

There is an ongoing need to elevate West Chicago's competitive position as one of the prominent commercial centers and major employment hubs within DuPage County and the suburban Chicago region. In order to do that, the City must think in terms of four distinct categories, which are: outreach, media, physical infrastructure and digital. With a broad strategy of elevating the City's position, the recommendations below would serve as tactics to fulfil that strategy:

OUTREACH

Annual Street Fair: Establish an annual street fair where local restaurants, musicians and small businesses come together in a celebration of West Chicago.

"Welcome to West Chicago" Orientation: Producing a folder of assets for a new resident gives them pertinent information about the City and possible coupons from stores that want to advertise on this platform. Additionally, the City can host orientations at City Hall where residents can come and learn about West Chicago that would also be open to potential residents and small business owners. discounts, coupons or loyalty programs.

Build relationships with Personal Service Providers

such as banks, realtors, site selectors, recruiters, etc. to promote West Chicago to their customers.

Hold quarterly meetings with current business owners (Business Retention and Expansion Program) and the City to establish a warmer relationship and hear their concerns and accolades and to better plan and meet their expectations. This Program would identify issues impacting the business community and look to offer potential solutions and networking opportunities amongst businesses, so that they might learn from each other. In addition, bring in successful business owners from elsewhere to conduct seminars and provide value to local business owners as they attempt to grow their business. This program would build strong relationships between public officials and business leaders.

Build an entrepreneurial spirit throughout the city:

Consider offering a free small business workshop/seminar to be taught by an experienced professional. This would serve as an introductory class and encourage entrepreneurship and support small businesses in the City. The class might include what forms and regulations would be required to start a business and some general tips on what makes for successful businesses from finance to marketing to operations.

Business and Hiring Fair: To identify ways to attract and support small businesses, hold bi-annual business and hiring fairs that introduce the community to all the new businesses, while offering

the businesses a chance to meet the community and potential customers and employees.

Develop an Economic Development Task Force: Develop this force and widely advertise its existence within the community, so that both current and perspective residents see the commitment to local business and can get involved themselves. Potential partnerships or organizations could include: College of DuPage Small Business Development Center and Center for Entrepreneurship, Rev3 Innovation Center as well as Choose DuPage and the DuPage County Hispanic Chamber of Commerce.

Elevate Industrial and Office Park Developments:

Consider partnering with Choose DuPage to better position current industrial corridors and business development centers as attractive and vibrant centers for business discussions and conducting business. Using these venues for an entrepreneurship incubator or accelerator will not only draw positive press to the City, but also provide a unified stance and message to local and surrounding businesses of all sizes that West Chicago is serious about its business culture. Resources to launch these incubators may be pulled from the City, prominent business owners as well as surrounding Universities and other entities interested in bettering the business community in West Chicago. The City should host a meeting with relevant parties to discuss this important development and again, publicize it widely for maximum participation.

MEDIA

Readily available print collateral: Establishing a set of print collateral that positively depicts the City that can go in local establishments, schools, police station, places of faith and other relevant locations will greatly enhance marketing efforts. By making this available as a take-away, potential residents can have something in front of them to help them make the decision on why the City is a great place to live. Have a version of this collateral also available online as a section on "Why West Chicago."

Local Newspapers: Working with local newspapers on annual "showcase" editions highlighting the City's advantages as a place to live and work is critical to marketing strategy. These editions could be distributed through direct mailing, home show booths, City website and K-12 schools

Create business district brochures: Create a short brochure that exemplifies what each of the City's five defined business districts offers to the public and how they differ from one another. Each of these areas should be positioned as unique areas with something significant to offer.

DIGITAL

Create a microsite within the City's existing website dedicated to Economic Development that would serve to better position the City's many attributes and benefits to recruit perspective businesses, provide information on development opportunities, showcase business incentive programs, and celebrate existing business success stories.

Social Media: Leverage the City's existing social media channels for business-related communications while assessing whether dedicated channels for Economic Development would be of benefit as a future strategy.

PHYSICAL INFRASTRUCTURE

Create clear signage: To look polished and to help welcome in new residents and keep existing residents happy, clear and simple signage is a must. Bike trails should have a wayfinding sign to keep residents informed. All the distinct areas of the City should have their own wayfinding sign that points residents to notable locations within that section of West Chicago.

The City of Vancouver has been touted as a place with successful signage in front of all major city landmarks as well as City Hall. The signage is affordable, clear and movable should the City decide on alternate locations in the future.



CONTROL AND MANAGE WEST CHICAGO'S IMAGE

The best way to manage the City's image is through proactive communications such as those represented in the editorial calendar. With plenty of positive information to be shared, the City can produce rich content that puts it in a positive light to its longtime residents, newcomers and surrounding communities.

Editorial Calendar -Year 1

(Sample Calendar, recommendation for a working session to navigate the themes together with West Chicago staff members)

JANUARY Theme: Where the people are warm even when the weather isn't <ul style="list-style-type: none"> Proactive media pitching to differentiate West Chicago from its neighboring suburbs Social Media Posts Creation of dedicated Facebook page and Instagram Creation of Relocation Materials slides (to be distributed to local employers) Creation of presentation to City newcomers 	FEBRUARY Theme: I am West Chicago <ul style="list-style-type: none"> Pitching unique stories of West Chicago residents who've lived in the City a long time and have a story to tell Social Media Posts Series of shareable and snackable posts that represent the City of West Chicago and evoke pride 	MARCH Theme: Your West Chicago <ul style="list-style-type: none"> Pitching unique stories of West Chicago landmarks and why they are important/reintroducing West Chicago as the railroad town Social Media Posts Use Instagram to showcase all the beautiful places of West Chicago visually 	APRIL Theme: This isn't just a place to live, it's a place to live well <ul style="list-style-type: none"> Pitch the diversity as the key selling point to living well Social Media Posts Create a video series to highlight diversity and how it makes West Chicago unique <p>Active blogger outreach to showcase West Chicago differently</p>
MAY Theme: Many people, many cultures, one West Chicago <ul style="list-style-type: none"> Highlight the Latino population through media outreach Social Media Posts <ul style="list-style-type: none"> Create a Facebook and Instagram series of "celebrate your neighbors" where Ambassadors are highlighted Active blogger outreach to cover diversity Start using relocation presentations with employers Start newcomer town-hall meetings with Ambassadors sharing the presentation created every month at lunch start using relocation presentations with employers 	JUNE Theme: Live, Work, Unwind <ul style="list-style-type: none"> Invite the media to tour and cover all the parks in the city as well as the biking routes and highlight the convenience of living in West Chicago Social Media Posts Create a series of Facebook posts encouraging residents to use parks and bike to work --institute "bike to work week" 	JULY Theme: West Chicago represents America <ul style="list-style-type: none"> Create a big 4th of July celebration and showcase West Chicago as the mom and pops small town and the values it represents Social Media Posts Create a series of video posts that highlight the small town aspect of West Chicago, share on Facebook and short versions on Instagram 	AUGUST Theme: West Chicago is Family <ul style="list-style-type: none"> Find families that have called West Chicago home for over 20 years and invite media into their homes, highlighting what made them stay and the importance of this community Social Media Posts Create a series of video posts that highlight the small town aspect of West Chicago and why many call it home <p>Active blogger outreach to highlight longtime dwellers</p>
SEPTEMBER Theme: West Chicago goes back to school <ul style="list-style-type: none"> Invite the media into schools to see diversity being practiced first-hand through young generations living and learning together Social Media Posts Create a calendar of posts that highlight West Chicago's future and what the kids have to say about learning in such a diverse environment Create more relocation material give-aways for employers to hand out Create a give-away for the town hall meetings 	OCTOBER Theme: Fall Days <ul style="list-style-type: none"> Invite bloggers to experience first-hand the beautiful fall in the Railroad City and get a chance to interview and talk to City Ambassadors Social Media Posts Create a series of shareable postcards that can be distributed across social media platforms to highlight the beauty of West Chicago, use hashtag #mycity 	NOVEMBER Theme: Something to be thankful for, West Chicago <ul style="list-style-type: none"> Showcase to the media the coexistence of many cultures and how they are thankful to live in such a diverse city Social Media Posts Share user generated content of why residents are thankful for West Chicago, offer a prize to the most creative "thank you" 	DECEMBER Theme: West Chicago Comes Together <ul style="list-style-type: none"> Showcase to the media how local shops and residents come together during the winter months to aid one another as the season calls for togetherness Social Media Posts Create a video series of local shops that go above and beyond for its local residents and the value they bring to the community



MAKE WEST CHICAGO PART OF THE DIALOGUE

West Chicago's market segments are already working together today and discussing relevant business events, trends, and investments. To capture market awareness, the City must become more relevant to these segments by taking an active role in the industry dialogues.

Proposed Actions

1. Recruit successful West Chicago businesses and develop brand ambassadors. Educate them on West Chicago's position and vision. Target businesses across multiple industries and develop testimonials to publish on West Chicago's website. Identify joint activities that can be promoted via the media.
2. Educate regional leaders and industry partners on the City's positioning and messaging. Develop a list of key contacts for regular newsletters. Host group briefings, 1-on-1 meetings, or tours of special sites and development areas. Attend major industry conferences and set up meetings with targeted executives.
3. Facilitate collaboration among partners to pool external expertise and resources. Host workshops, roundtables and mixers with developers, businesses, or neighboring cities to leverage existing events.
4. Syndicate content to allow partners to publish and distribute through their owned and social platforms to amplify messaging and increase reach.
5. Invest in tools that allow you to build media lists, push press releases to targeted audiences and monitor for coverage easily and quickly. Consider outsourcing this to a consulting partner who already has the tools, subscriptions and expertise needed.
6. Update current assets and tools, such as the website, social media platforms and other messaging mechanisms to better reflect new messaging and brand position. Develop regular website content calendar so that information is always fresh, relevant and gives people a reason to return frequently.
7. Implement online tools that make the business process easier and faster. Display workforce data and demographic statistics more prominently. Develop City collateral with strong brand consistency throughout.
8. Launch online topic specific surveys to capture feedback.

SAMPLE LIST OF MEDIA PUBLICATIONS

PRESS

Publication	Contact	email
Daily Herald	n/a	news@dailyherald.com
Daily Herald	Bob Smith	rsmith@dailyherald.com
Daily Herald	Robert Sanchez	bsanchez@dailyherald.com
Daily Herald	Susan Dibble	sdibble@dailyherald.com
Daily Herald	Christie Wilhite	cwillhite@dailyherald.com
Daily Herald	Jim Slusher	jslusher@dailyherald.com
My Suburban Life West Chicago	n/a	editorial@mysuburbanlife.com
My Suburban Life West Chicago	Mary Beth Versaci	mversaci@shawmedia.com
My Suburban Life West Chicago	Kathy Balcazar	kbalcazar@shawmedia.com
Reflejos	n/a	copy@reflejos.com
Reflejos	Marco Ortiz	mortiz@reflejos.com
La Raza	n/a	agenda@laraza.com
ABC 7 Chicago	n/a	newstips@abc-7.com
Chicago Tribune	n/a	tips@chicagotribune.com
Chicago Tribune	Peter Kendall	pkendall@chicagotribune.com
Chicago Tribune	n/a	chicagoland@chicagotribune.com
Chicago Tribune	Phil Jurik	pjurik@chicagotribune.com
Chicagoist	n/a	tips@chicagoist.com
Chicago Sun-Times	Chris Fusco	cfusco@suntimes.com
Aurora Beacon-News	n/a	abnservice@tribpub.com
Aurora Beacon-News	Anne Halston	ahalston@tribpub.com
Patch.com	Amie Schaenzer	amie.schaenzer@patch.com
Patch.com	n/a	geneva@patch.com
Patch.com	n/a	wheaton@patch.com
Patch.com	n/a	naperville@patch.com
Patch.com	n/a	glenellyn@patch.com
Chicago Parent	n/a	chiparent@chicagoparent.com
Chicago Parent	Elizabeth Diffin	ediffin@chicagoparent.com
Extra	Nikoleta Morales	editor@extranews.net
Extra	Nile Wendorf	nile@extranews.net
Gozamos	n/a	hola@gozamos.com
Gozamos	Abraham Velazquez Tello	abraham@gozamos.com
Gozamos	Luz Chavez	luz@gozamos.com
The Huffington Post -- Chicago	n/a	chicago@huffingtonpost.com
The Huffington Post -- Chicago	Kim Bellware	kim.bellware@huffingtonpost.com
WBEZ-FM	n/a	info@wbez.org
WBEZ-FM	n/a	news@wbez.org
AM 560	Jeff Reisman	jreisman@salemradiochicago.com
WGN Radio	n/a	tips@wgnradio.com
CBS Chicago	n/a	cbschicagotips@cbs.com
WBBM News Radio	n/a	wbbmnewsradiohost@cbsradio.com
WBBM-TV	n/a	wbbmtvdesk@cbs.com
WLS-TV (ABC 7)	n/a	wls.planning@abc.com
La Ley 107.9	Leticia Aguilera	Laguilera@sbschicago.com
La Ley 107.9	Bene Gonzalez	bgonzalez@sbschicago.com
Kane County Chronicle	n/a	editorial@kcchronicle.com
The Examiner of Carol Stream	n/a	news@examinerpublications.com
NBC Chicago	n/a	tips@nbcchicago.com
Chicago Reader	n/a	mail@chicagoreader.com
Time Out Chicago	Grace Perry	grace.perry@timeout.com

BLOGGERS

Publication	Contact	email	Blog Type
The Chicago Life Blog	Amelia Canham Eaton	thechicagolifeblog@gmail.com	Fashion, Culture
Windy City Rock	Frank Krolicki	frank@windycityrock.net	Music
Windy City Rock	n/a	windycityrock@gmail.com	Music
The Ghost Guest	Amanda Topper	theghostguest@gmail.com	Food
Chritiques	Christina Solomon	chritiques@gmail.com	Culture, Events, Food
Beyond The Park	Christine Jones	Contact Us form	Family, Products, Culture
Blog Appétit	Megan Patterson	MeganAnnPatterson@gmail.com	Lifestyle, Events
Lux & Concord	n/a	Hello@luxandconcord.com	Women
Lux & Concord	Kaitlin Madden	kaitlin@luxandconcord.com	Women
Eat the Burbs	Rachell	rachell@eattheburbs.com	Food
HandsOn Suburban Chicago	n/a	handsonsuburbanchicago@gmail.com	Northwest Suburbs
Suburban Scrawl	Melisa Wells	melisawells@gmail.com	Suburbs, Lifestyle
ChicagoNow	n/a	staff@chicagonow.com	News
DNAinfo Chicago	n/a	newsroom@dnainfo.com	News
Toddling Chicago	n/a	ToddlingChicago@yahoo.com	Family, Parenting
Time Out Chicago Blog	Jonathan Samples	jonathan.samples@timeout.com	News, Things To Do
Windy City Blogger Collective	n/a	Contact Us form	Culture, Things To Do
Chicago Tribune		On West Chicago website	
At Home With Merle Burleigh	Merle Burleigh	On West Chicago website	



CLOSING STATEMENTS

West Chicago has tremendous potential and the ability to reach that potential through effective marketing communications. This Plan has outlined a variety of tactics to allow the City to be more innovative and proactive. The research conducted helped inform this Plan with input and buy-in from attendees of the various focus groups and phone interviews. The effective execution of this Plan requires planning ahead, creating various events and building editorial calendars to power a comprehensive strategy of organized and deliberate communications that will allow the City to improve, manage, control and promote its image.



APPENDIX A

(SOCIAL MEDIA POLICY)

Purpose.

This City of West Chicago (the "City") Policy establishes guidelines for the creation and use of the City's social media sites for Work-Related Purposes as a means of conveying City information to its citizens. Employees and officials may use social media as a function of their employment with the City, when authorized and within their respective delegated areas of employment responsibilities and duties.

The intended purpose behind establishing City social media sites is to disseminate information from and about the City to its citizens. The City has an overriding interest and expectation in deciding what is "spoken" on behalf of the City on its social media sites. For purposes of this Policy, "Social Media" is understood to be content created by individuals, using accessible, expandable and upgradable publishing technologies, through and on the Internet. Examples of Social Media include Facebook, Twitter, Google+, blogs, YouTube, LinkedIn, and Flickr. "Content" includes comment, information, articles, pictures, videos or any other form of communicative content posted on City Social Media sites. Nothing contained in this policy shall be construed as denying employees their civil or political liberties as guaranteed by the United States and Illinois Constitutions.

II General Policy

- A. The establishment and use by any City department, division or employee of City Social Media sites are subject to approval by the City Administrator or his designees. City Social Media sites shall be administered and monitored by employees designated by the City Administrator.
- B. City Social Media sites should make clear that they are maintained by the City and that they follow the City's Social Media Policy.
- C. Wherever possible, City Social Media sites should link back to the official City website or department web pages for forms, documents, online services, and other information necessary to conduct business with the City.
- D. Staff in the City Administrator's Office will occasionally monitor Content on City Social Media sites to ensure adherence to the City's Social Media Policy and the interests and goals of the City.
- E. The City reserves the right to restrict or remove any Content that is deemed in violation of this Social Media Policy or any applicable laws, rules regulations or policies. Any Content removed based on this Social Media Policy should be retained by the authorized employee who removed it for a reasonable period of time (minimum 30 days), as well as information about the time, date, and identity of the poster, when available.
- F. This Social Media Policy must be displayed to users or made

available by hyper link at www.westchicago.org/socialmedia.

- G. The City will approach the use of social media tools as consistently as possible, enterprise wide.
- H. The City's website at www.westchicago.org will remain the City's primary and predominant Internet presence.
- I. All City Social Media sites shall adhere to applicable federal, state, and local laws, rules, regulations and policies.
- J. City Social Media sites are subject to Illinois public records and record retention laws, rules, regulations and policies. Any Content maintained in a Social Media format that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure. The employee using social media will maintain records in accordance with Illinois public records and record retention laws, rules, regulations and policies.
- K. Comments or other Content on topics or issues not related to City business or within the jurisdictional purview of the City may be removed.
- L. Employees representing the City via City Social Media sites shall conduct themselves at all times as representatives of the City in accordance with all City rules, regulations and policies.
- M. This Social Media Policy may be updated from time to time and amended at the discretion of the City Administrator

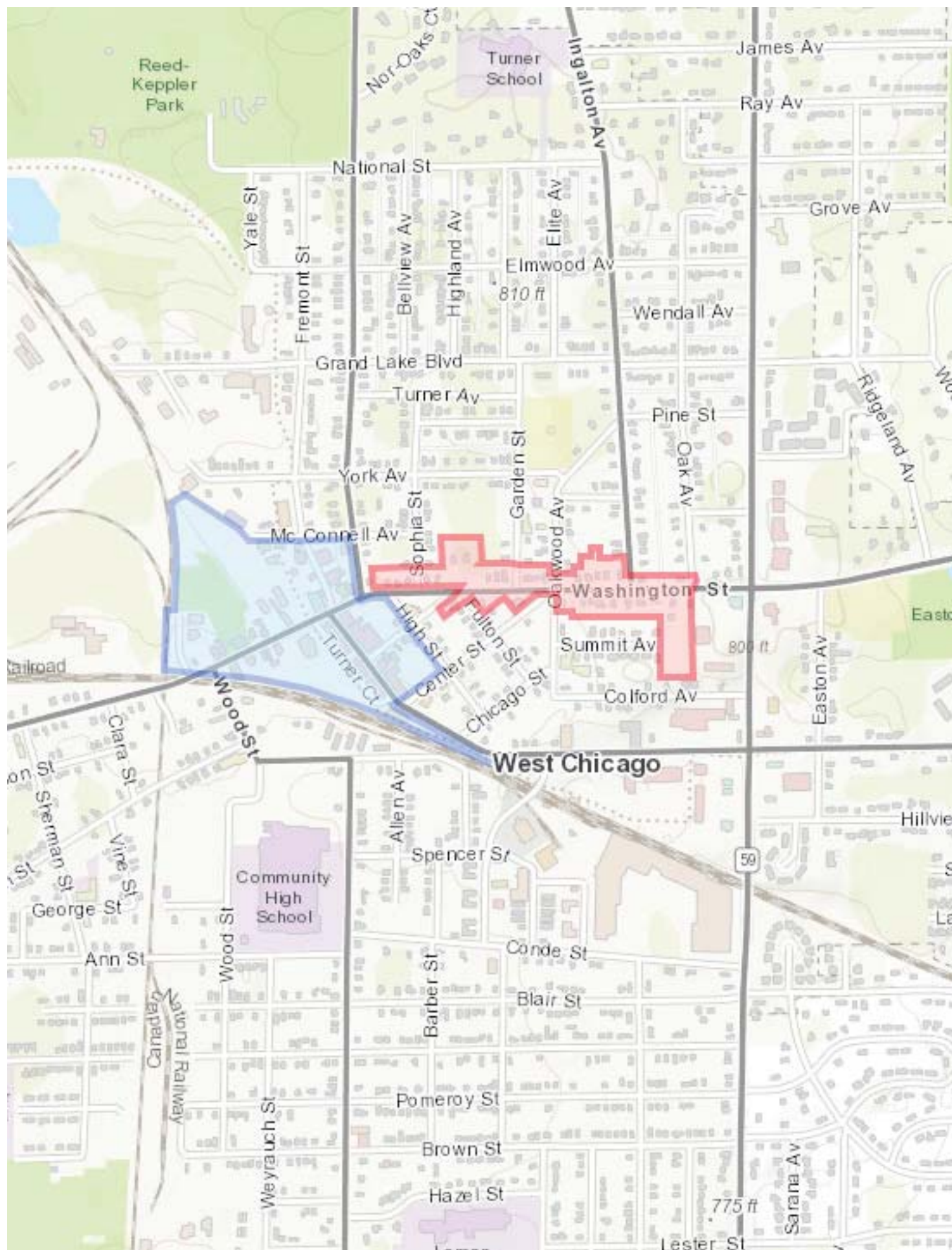
III. Content Policy

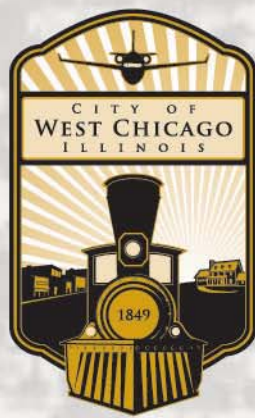
- A. As a public entity, the City should abide by certain standards to serve all its constituents in a civil and unbiased manner.
- B. Content perceived as containing any of the following, but not limited to, inappropriate forms of content shall not be permitted on City Social Media sites and is subject to removal and/or restriction by, the City Administrator, or his designees:
 - 1) Content not related to the original topic or to the business of the City, including random or unintelligible comments;
 - 2) Profane, obscene, violent or pornographic Content and/or language;
 - 3) Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, national origin, sex, gender, physical and mental disability, sexual orientation, religion, age, family status, military status, or source of income.
 - 4) Defamatory or personal attacks;
 - 5) Threats to any person or organization;
 - 6) Content in support of, or opposition to, any political campaigns or ballot measures;

- 7) Solicitation of commerce, including but not limited to the advertising of any business or product for sale;
 - 8) Conduct in violation of any federal, state, or local law, rule or regulation;
 - 9) Encouragement of illegal activity;
 - 10) Information that may tend to compromise the safety or security of the public or public systems;
 - 11) Content that violates a legal ownership interest, such as, but not limited to a copyright, of any party; or
 - 12) Any other Content deemed inappropriate by the City.
- C.** Content posted by a member of the public on any City Social Media site shall be the opinion of the commentator or poster only, and publication of Content neither implies endorsement of, or agreement by, the City, nor does such Content necessarily reflect the opinions or policies of the City.
- D.** The City reserves the right to deny access to City Social Media sites to any person who violates the City's Social Media Policy, at any time and without prior notice.
- E.** Designated employees shall monitor City Social Media sites for Content requesting responses from the City. Designated employees may direct such requests to the appropriate City department for response.
- F.** At least once a week, the designated employee shall monitor Content posted on City Social Media sites for Content in violation of this Social Media Policy.
- G.** When a City employee responds to a comment, in his/her capacity as a City employee, the employee should do so in the name of the City department, and the employee shall not share personal information about himself or herself, or other City employees except as required for City business.
- H.** Content posted to any City Social Media site must comply with that site's terms and conditions, and the City reserves the right to report any violation of those terms to the designated employee so they may take appropriate and reasonable responsive action.
- I.** Social media and Internet use should not be considered anonymous. Employees should be aware that privacy settings for social media sites are constantly in flux, and they should not assume that personal information posted on such sites is protected. Published Content may be explored, transmitted, stored, and archived by external entities. Even the strongest privacy settings cannot prevent an approved friend or authorized recipient from independently choosing to forward or repost the information. There is no such thing as a "private" social media site.
- J.** Employees must use their judgment. If it is not something they would feel comfortable seeing in the media, or being seen by co-workers, other City employees, supervisors, or management, it should not be posted. Posts to electronic media must reflect the City's high standard of ethical behavior.

APPENDIX B (FACEBOOK, INSTAGRAM, TWITTER RECOMMENDATIONS)

- MCG recommends launching a dedicated Facebook channel to share compelling information that showcases the pride of West Chicago and provides content that is easily shareable and family friendly. Based on research and other cities that have Facebook pages, a best practice is to post 3-4 times a week and check comments twice a day to remove any negative posts, first thing in the morning and last thing before business hours end. In the Facebook page governing rules it is critical to mention that the Facebook page works very much like office hours and it is "open" for business from 8:00am-4:35pm Monday-Friday. During the weekend, it is advisable to check the status of comments once. Comments can easily be hidden, and if in the rules of engagement it is mentioned that profanity and disrespectful language will not be tolerated, it is an acceptable and favorable practice to not address and/or hide those comments. A separate workshop should be held to brainstorm potential negative scenarios and prepare pre-written, pre-approved responses that can be used quickly in an unfavorable situation to take the conversation off line. Privacy settings for Facebook do not allow for prior review before a post shows up, which is why there is a recommendation for coming up with some pre-prepared responses to address issues. MCG also recommends having a Facebook page for the Community Outreach Coordinator as a public figure to specifically engage with the Latino population. This is critical as it shows the City's commitment to communicating with both populations and doing so in a personal and authentic manner.
- Due to the visual nature of the City and the demographics using Instagram, we recommend launching an Instagram channel that focuses on telling the West Chicago story visually. Finally, we recommend a focused blogger outreach program (as shown in the editorial calendar) to further share information and get both the residents and readership of the bloggers excited about West Chicago. MCG would create content calendars on behalf of West Chicago to include compelling content that would be posted to either the Facebook page or Instagram 3-5 times a week.
- Current Twitter updates are serving the purpose of the Twitter channel and the content is very conducive to the platform. MCG recommends following more West Chicago residents and influencers and engaging with them directly instead of only posting one-way information. This will increase followership and overall engagement of the channel and help the City raise a higher profile. We recommend spending an hour a day on Twitter engaging and posting updates.





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WEST CHICAGO POLICE DEPARTMENT MONTHLY REPORT



[AUGUST 2017]

Michael Uplegger Chief of Police

WEST CHICAGO POLICE DEPARTMENT MONTHLY REPORT

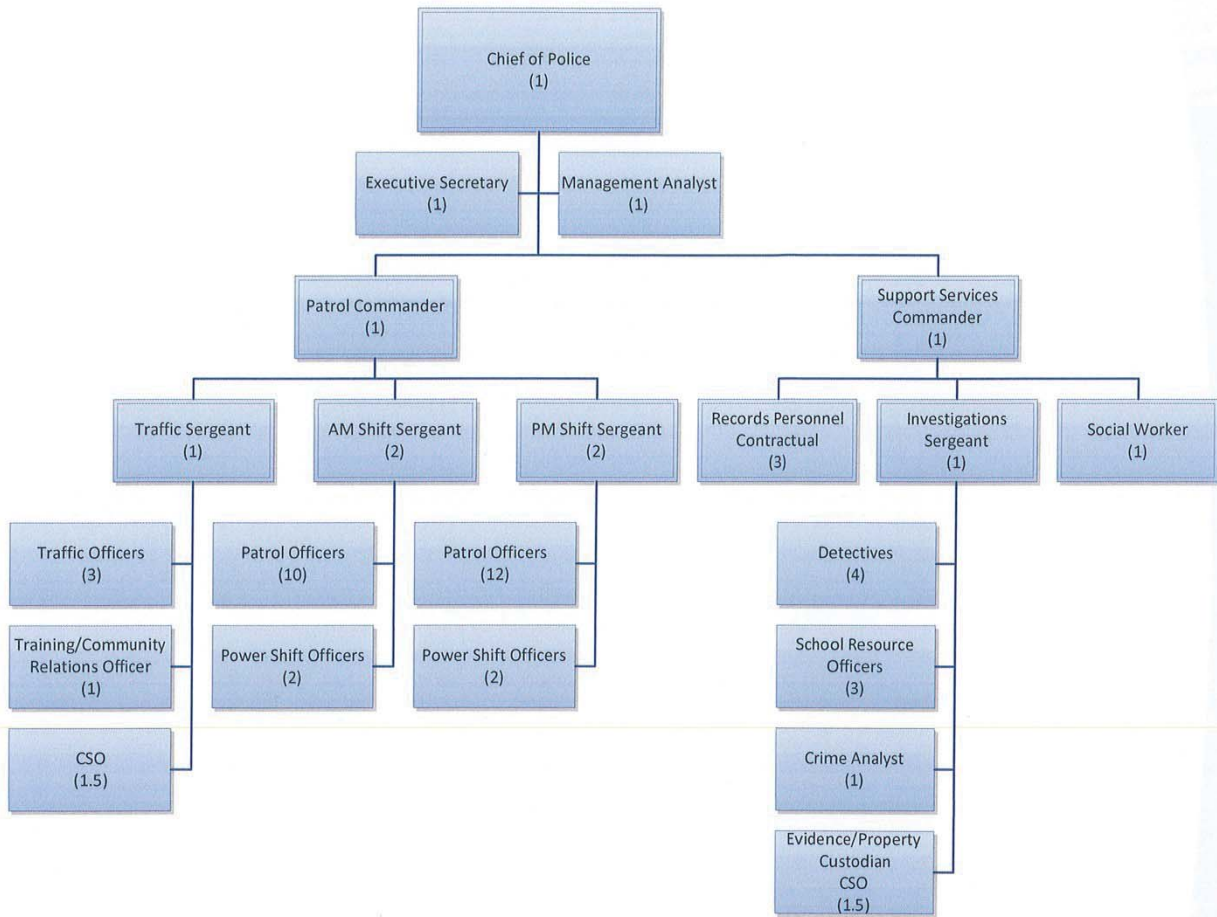
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WEST CHICAGO POLICE DEPARTMENT MONTHLY REPORT

WEST CHICAGO POLICE DEPARTMENT



March 1, 2017

DEPARTMENT OVERVIEW

The Mission of the West Chicago Police Department is to Protect Life and Liberty, Provide Quality Police Services, and Forge Community Partnerships with Integrity and Professionalism.

There are three divisions in the Police Department: Office of the Chief of Police, Support Services Division, Patrol Division.

The Office of the Chief of Police's primary responsibility is to provide general management direction and control for the Department. The Office of the Chief of Police consists of the Management Analyst, and the Executive Secretary.

The Support Services Division consists of the Investigations Unit, School Resource Officers, Crime Analysis, Evidence/Property, Vehicle and Building Maintenance, Records, and Social Services.

The Patrol Division consists of Uniformed Patrol, Traffic Safety Unit, Community Relations and Community Service Officers.

PERSONNEL

On Tuesday, August 1st, the Department held its National Night Out event. National Night Out is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, better places to live.

The following groups and organizations participated in this year's event: Alliance Against Intoxicated Motorists (AAIM), Three Fires Council, Boy Scouts of America, Breaking Free, City of West Chicago, West Chicago Public Library District, Colonial Café Restaurant & Creamery, West Chicago Community High School, DuComm Dispatch, Protect DuPage, DuPage County Health Department, DuPage County Community Services, Real Life Church, Forest Preserve District of DuPage County, Eagle Academy of Martial Arts, Healthy West Chicago, Illinois Secretary of State Police, Mexican Cultural Center, West Chicago Elementary School District 33, Dan Jimenez - State Farm Insurance Agent, Northwestern Medicine, West Chicago Fire Protection District, West Chicago Park District, West Chicago Lions, West Chicago E.S.D.A., West Chicago C.E.R.T., DuPage County Sheriff's Office, Friends of the West Chicago City Museum, West Chicago FOP Lodge 85, Jel-Sert, and DJ Alex Ortiz 100% Desmadre.



PERSONNEL

Sergeant Julio Calabrese was promoted to the rank of Commander and Officer Richard Langelan was promoted to the rank of Sergeant. Sergeant Anthony Cargola was also assigned to serve as Detective Sergeant.



CRIMINAL ACTIVITIES

Criminal Damage to Government Property:

Person(s) unknown cut a chain link fence at Reed-Keppler Park located at 241 W. National St. A three foot section of fence had been cut and pulled back allowing access to the skate park.

Criminal Damage to Motor Vehicle:

Person(s) unknown damaged a vehicle in the 300 block of Wood St. The windshield of the car had been shattered with an unknown object.

Person(s) unknown damaged a vehicle in the 200 block of N. Neltnor Blvd. The driver's side and hood of the car had several long scratches.

A relative threw a rock at the victim's car in the 300 block of Dayton Ave. The driver's side door to the vehicle was dented. The victim declined to press charges.

Criminal Damage to Property:

Person(s) unknown damaged a window screen to a residence in the 200 block of Woodboro Ct. A small rock had been thrown at a second floor window on the back of the residence. The screen was damaged, but the window was still intact.

Person(s) unknown damaged a garage window in the 800 block of Lincoln Ave. A rock had been thrown through a garage window.

Burglary:

Person(s) unknown entered a garage in the 500 block of Claremont Ave. and removed a Trek Mountain Bike. Access had been gained through the garage's side door. It is unknown if the garage door was locked.

Residential Burglary:

Person(s) unknown entered an unsecured apartment in the 1200 block of Kings Cross and removed two men's gold necklaces, a bracelet and an iPhone 6. Loss is set at \$1,950.00.

On two separate occasions, person(s) unknown entered an apartment in the 1200 block of S. Kings Cross and removed cash and clothing from the apartment. The balcony door did not lock and appeared to have been pried open. It is unknown if these two incidents are related.

Criminal Sexual Abuse:

A known suspect removed his own pants and then attempted to remove the pants of a twelve-year old victim in the 100 block of W. Geneva St. The DuPage County Children's Center was contacted and will handle the investigation.

CRIMINAL ACTIVITIES

Criminal Defacement:

Person(s) unknown spray painted gang-related graffiti on a retaining wall in the 600 block of E. Washington St.

Person(s) unknown spray painted a Com Ed pole in the 200 block of George St. The markings are illegible.

Theft Over \$500:

A known suspect removed the victim's property (cell phone and cash) from her unsecured car when she entered the Thorton's gas station located at 1330 S. Neltnor Blvd.

Person(s) unknown removed \$3,500.00 from a residence in the 800 block of E. Elmwood Ave. The victim alleges he left the cash in an envelope by the front door. Investigation is ongoing.

Theft Under \$500:

Person(s) unknown removed the victim's wallet from a chair in a classroom at the West Chicago Community High School. The student placed it on the chair between his legs and forgot about it when he left the classroom and when he returned, it was gone. The wallet contained a driver's license, state identification card, \$30.00 and two bank/debit cards.

Person(s) unknown removed an unsecure bicycle from the rear of Tampico Grocery Store located at 563 Main St.

Theft Under \$500/Hate Crime:

Person(s) unknown removed a rainbow flag from a church in the 400 block of W. Washington St.

Person(s) unknown removed a wallet from an unsecured vehicle parked at Murphy's Ace Hardware store located at 319 S. Neltnor Blvd. The wallet contained cash, gift cards, debit and credit cards, and other various forms of identification. The victim was notified of two separate cash withdrawals from his bank account in excess of \$400.00. Other cash withdrawals were flagged as suspicious and denied. Further investigation to follow.

Retail Theft:

Person(s) unknown entered Menard's located at 220 W. North Ave. and removed, ear buds, a stereo cable and two DVDs without paying. The loss is set at \$38.35.

Person(s) unknown entered Walgreen's located at 125 N. Neltnor Blvd. and removed six bottles of Wall-Tussin valued at \$45.00.

CRIMINAL ACTIVITIES

Person(s) unknown entered Menard's located at 220 W. North Ave. on two separate occasions and removed eight spray paint cans, two Pittsburgh latex paint cans and one glitter bottle. Total loss is \$73.22. Security Camera Video and a license plate on the vehicle the offenders were driving was obtained. Investigation is ongoing.

Motor Vehicle Theft:

A known suspect drove away in the victim's vehicle without permission. The vehicle was later located with the offender in Sycamore, Illinois. The offender was charged with a number of crimes in Sycamore. The DuPage County State's Attorney Office declined to approve charges of Theft of Motor vehicle against the offender. The victim was advised his car had been recovered, and to contact Sycamore Police Department to reclaim it.

Theft of Motor Vehicle Parts:

Person(s) unknown removed two grill inserts from a vehicle parked in the 300 block of Church St. The car owner also reports that on a previous occasion, unknown person(s) loosened the lug nuts on the front passenger side tire causing the tire to come off while driving.

Delivery Container Theft:

Person(s) unknown were paid to move a trailer from a business in the 1200 block of W. Washington St. to a new location. The trailer was never delivered and its whereabouts are unknown.

Theft of Lost/Mislaid Property:

Person(s) unknown removed an iPhone from the counter of La India located at 653 Joliet St. The victim placed the phone on the counter and exited the store without it. When she returned to retrieve her phone she discovered it was not there. Loss is estimated at \$650.00.

Deceptive Practice:

A known suspect paid for trucking and hauling services with a check that was returned for insufficient funds. The job site for the work was in the 300 block of E. Stimmel St. The suspect has since refused to make good on the check.

Burglary from Motor Vehicle:

Person(s) unknown entered a vehicle parked in the 600 block of Main St. and removed luggage containing miscellaneous items of clothing and the victim's social security card.

Person(s) unknown entered an unsecured vehicle in the 300 block of High St. and removed a laptop and keyboard.

CRIMINAL ACTIVITIES

Person(s) unknown entered an unsecure vehicle parked in the 400 block of Kenwood Ave. and removed a purse and wallet. The wallet contained the victim's driver's license, credit card, engagement ring and wedding band. The victim was also notified of a suspicious purchase on her credit card in Wisconsin.

Person(s) unknown entered a secured vehicle at the Thornton's gas station located at 1330 S. Neltnor Blvd., while the driver was inside the business, and removed two GPS units, two pairs of prescription sunglasses and a bowl of fruit.

Person(s) unknown entered an unsecured vehicle in the 400 block of E. Pomeroy St. and removed a purse, driver's license, Mexican identification card and cell phone.

Person(s) unknown removed a utility verifier from a secured truck. The loss may have occurred in the 1200 block of Elizabeth St. or at a job site in Manteno, Illinois.

Person(s) unknown entered a truck tractor at the Thornton's gas station located at 1330 S. Neltnor Blvd. when the victim went in to pay for gas. Returning to the vehicle, the offender was found inside the truck. The offender exited the truck, and the victim chased the offender as he ran east on Roosevelt Rd. Missing from the truck is a GPS unit. Video of the suspect was obtained from the gas station. Investigation is ongoing.

Person(s) unknown entered a vehicle at the BP gas station located at 1491 W. Roosevelt Rd., while the driver was inside the business, and removed a crane unit remote control, a GPS unit and an iPhone. Investigation is ongoing.

Fraud:

A known person had made a purchase at McDonald's located at 89 W. North Ave. with a \$10.00 bill believed to be counterfeit. The individuals advised he received the bill as change after making a purchase at a store in Plainfield.

Person(s) unknown sent a check for \$4,800.00 to a business. The owner was instructed to deposit the money into his account for a landscaping job, withdraw \$2,700.00, and then deposit that amount in a specific account. Upon making these transactions the business owner was advised by his bank that the check for \$4,800.00 had been stopped.

An employee removed two blank checks from the desk of a business in the 1100 block of Atlantic Dr. The employee then wrote the checks out for a total of \$1,800.00 and cashed them in Mount Prospect. No charges at this time. Investigation to continue.

WEST CHICAGO POLICE DEPARTMENT MONTHLY REPORT

CRIMINAL ACTIVITIES

Criminal Abuse of Elderly, Disabled or Long Term Care Resident:

A caregiver is suspected of abusing an elderly hospice patient who resides in the 900 block of S. Oak St. The victim was transported to Central DuPage Hospital for treatment. An agent from the DuPage County Department of Community Services in Wheaton will conduct their own investigation while the Department will conduct our own investigation.

Armed Robbery:

A person unknown robbed two employees as they exited the Dollar Tree store located at 1867 N. Neltnor Blvd. The offender, dressed all in black, wearing a mask, and armed with a black handgun demanded that the employees turn over the deposit bag containing cash receipts for the day. The offender also demanded both of the victim's cell phones. The suspect then fled southbound from the area on foot. A Bartlett canine officer tracked the offender's path to some parking spaces on the south side of the strip plaza. The Bartlett officer believes the offender entered a car at that spot.

Aggravated Assault:

A known suspect approached a victim in the 100 block of Fremont St. where an argument ensued during which the victim alleges the offender pulled a twelve-inch knife on him. The offender then left the area in his vehicle. Investigation is ongoing.

An unknown suspect approached the victim in the 1200 block of Kings Circle and placed a knife to the victim's back and instructed the victim to pull his pants down. After doing as instructed, the victim ran away from the offender. The DuPage County Children's Center will investigate the incident.

Mob Action/Battery:

Two known suspects approached the victim's car when it stopped for a train on Ann St. The suspects opened the door and told the victim to exit the vehicle. When the victim refused, the two suspects punched and kicked the victim. The train crossed and the victim was able to drive away from the scene. Investigation is ongoing.

Unlawful Possession of a Firearm:

A known suspect was found to be in possession of a sawed-off shot gun by his mother. She had observed the weapon in a backpack at their residence in the 1100 block of S. Gates St. An argument ensued and the suspect fled the apartment, without the gun, prior to police arrival. Investigation is ongoing.

WEST CHICAGO POLICE DEPARTMENT MONTHLY REPORT

MONTHLY PERFORMANCE

Activities	May 2017	Jun 2017	Jul 2017	Aug 2017	YTD 2017	YTD 2016	Total 2016
Calls for Service (911 Calls)	943	1,293	1,003	934	7,054	6,820	10,073
Officer Generated Activity	2,112	1,947	1,699	1,571	14,844	14,395	21,186
Traffic Stops	856	741	732	619	5,948	5,950	8,982
Traffic Citations	373	350	317	273	2,347	1,929	2,829
Traffic Warnings	569	494	472	335	4,139	4,450	6,703
Parking Citations	244	264	229	188	1,940	2,554	3,665
Traffic Crashes	79	73	52	69	572	620	993
Incident Reports	325	352	349	366	2,579	2,223	3,475

OFFICER ACTIVITIES

On August 2nd, Officers Sauseda and Richards initiated a traffic stop on a vehicle near Fremont and National St. As the offending vehicle was being pulled over, a baggie was thrown from the rear passenger side window. A pat-down search of the rear passenger side occupant resulted in the location of a digital scale with white residue on it, which field tested positive for cocaine. Two plastic baggies were located in the area where Officer Sauseda saw the item thrown. The two baggies contained several smaller bags of cannabis. A Clonazepam pill was also located in a storage area of the rear passenger door. The driver was released on scene after being issued traffic citations. The two passengers were transported to the Station for additional questioning. Sergeant Gaztambide assisted with the interviews. Both suspects refused to answer questions and requested a lawyer. Charges for one offender are pending lab. The second offender, a juvenile, will have charges filed against him in juvenile court for Possession of Cannabis.

On August 10th, Officer Jones initiated a traffic stop on a vehicle for speeding. The vehicle came to a stop on St. Charles Rd. near Klein Rd. after which the driver of the vehicle began to make a three-point turn. Officer Jones exited his squad car and directed the driver to stop his vehicle. The driver stopped momentarily pulling alongside the squad car. The driver was asked for his driver's license and insurance. The driver stated he forgot his ID and then accelerated from the stop at a high rate of speed. The driver was last seen headed eastbound on North Ave. A physical description of the driver and registration information was successful in developing suspect information. Shortly after this incident, the vehicle owner called to file a stolen car report. Officer Bertany and Detective Bower interviewed the vehicle's owner. The owner admitted she filed the report knowing the car had not been stolen. The owner admitted she lent the car to her boyfriend. Charges against the suspect are pending. The owner of the vehicle will not face charges for filing a false police report.

On August 12th, Officers Gelsomino and Flanigan were dispatched to the 1200 block of Kings Circle for a report of a man passed out behind the wheel of a car. Upon arrival, Officers found the vehicle in question which was still running and in "drive". Officers further observed an unconscious man in the driver seat with his head back. The driver appeared to have difficulty breathing. An unmarked pill bottle containing multiple small bags of an unknown white powdery substance was visible on the driver's side floor. Due to the suspect's condition, the West Chicago Fire Protection District was requested. The driver was transported to Central DuPage Hospital for examination by West Chicago Fire Protection District personnel. The driver, who was uncooperative at the hospital, was cleared for release and incarceration. The powdery substance field tested positive for cocaine. The DuPage County State's Attorney's Office approved one count of Possession of a Controlled Substance. The driver was processed and transported to DuPage County Jail.

OFFICER ACTIVITIES

On August 16th, Officers Zepeda, Sauseda, and Calabrese and Sergeant Gaztambide responded to the Timberlake Apartment complex for a reported Burglary to Motor vehicle in progress. Officer Zepeda located an individual in the 1200 block of Kings Circle who fit the description of the offender. While conducting a pat-down of the suspect for weapons, a large amount of change was found on him. The witness was located and said he observed the offender checking cars for unlocked doors and saw him enter a few cars. The witness was brought to the scene and positively identified the individual detained by Officer Zepeda as the offender. The offender was placed under arrest and later confessed to entering a number of cars and removing change and a cell phone. The offender was transported to the Station and processed. The State's Attorney's Office approved five counts of Burglary to Motor Vehicle. The offender was transported to DuPage County Jail.

On August 16th, Officers Gelsomino, Flanigan and Diveley were dispatched to the parking lot of La Alianza located at 956 Roosevelt Rd., for a report of a person passed out behind the wheel of a car. Officer Gelsomino located the vehicle and gained the attention of the driver who eventually exited the vehicle. Upon exiting the car, Officer Gelsomino detected an odor of cannabis emanating from the car. The driver appeared nervous and also provided indicators he was under the influence of an opiate. The driver was placed under arrest and due to the Officer Gelsomino's observations of the driver, the West Chicago Fire Protection District was called to the scene. The driver was subsequently transported to Central DuPage Hospital. During a search of the car, a baggie containing two pill capsules containing a powdery substance, an uncapped needle, and a small plastic bag containing a green leafy substance were located. The powder in the capsule's field tested positive as heroin and the green substance as cannabis. The DuPage County State's Attorney's Office approved charges of Unlawful Possession of a Controlled Substance, Unlawful Possession of a Hypodermic Syringe or Needle, Driving while License Revoked, and Driving Under the Influence. The offender was processed and transported to DuPage County Jail.

On August 23rd, Officers Perry, Gelsomino, and Diveley and Sergeant Langelan were dispatched to a criminal trespass to residence call. The suspect had left the area prior to the Officers arriving. While checking the area for the suspect, Officer Perry located a damaged vehicle, later found to be stolen out of Warrenville, in the Kerr-McGee parking lot at Wood and Stimmel St. with the driver's door slightly ajar. The damage on the vehicle was from striking a fire hydrant at Joliet and Brown St. A suspect was located, and was taken into custody and transported to the Station for further investigation. Detectives Peterson and Herbert responded to the Station to interview the suspect. The suspect admitted to entering the house. He stated he entered the wrong house looking for a female acquaintance. The suspect also admitted to taking the vehicle and driving it to West Chicago. The suspect also admitted to entering a number of unlocked cars at the Country Ridge apartment complex in Warrenville. The West Chicago victim did not wish to sign complaints. The offender was turned over to Warrenville detectives for further investigation.

OFFICER ACTIVITIES

On August 27th, Officers Potts and O'Neil were dispatched to the area of Wood St. and Washington St. for a call of a man passed out behind the wheel of a car with a gun in his hand. Upon arrival, Officer Potts located the vehicle and observed that the driver was passed out and did have a gun in his hand. Officer Potts opened the passenger-side door, reached in and removed the handgun from the suspect's hands. Officers Landbo, and Schoonhoven and Sergeant Zurick arrived to assist. The driver was arrested and transported to the Station. The driver was noted to be emitting an odor of alcoholic beverage from his breath. He submitted to field sobriety tests at the Station. The serial number on the gun was run through the Law Enforcement Agencies Data System and came back as stolen out of West Chicago in May of 2017. The DuPage County State's Attorney's Office approved the following charges: Aggravated Unlawful Use of a Weapon and Possession of a Stolen Firearm. The driver was also charged with Driving Under the Influence. The offender was processed and transported to the DuPage County Jail.