



WHERE HISTORY & PROGRESS MEET

NOTICE

PUBLIC AFFAIRS COMMITTEE

Thursday, July 20, 2023
7:00 P.M. – Council Chambers

AGENDA

1. Call to Order, Roll Call, and Establishment of a Quorum
2. Approval of Minutes
 - A. Public Affairs Committee of May 22, 2023
3. Public Participation / Presentations
 - A. Marketing and Communication Strategic Plan
4. Items for Consent
 - A. Marketing and Communication Strategic Plan
 - B. Resolution 23-R-0062 – Intergovernmental Agreement with the West Chicago Fire District for Certain Code Enforcement Matters
5. Items for Discussion
6. Unfinished Business
7. New Business
8. Reports from Staff
9. Adjournment

MINUTES

PUBLIC AFFAIRS COMMITTEE

Monday, May 22, 2023 7:00 P.M.

1. Call to Order, Roll Call, and Establishment of a Quorum.

Chairman Chassee called the meeting to order at 7:07pm. Roll Call found Alderman Brown via phone call, Birch Ferguson, Smith and Short.

Alderman Hallett and Jakabcsin were not in attendance.

2. A. Selection of Chairman and Vice Chairman

Alderman Smith nominated Alderman Chassee as the Chairman of the Public Affairs Committee, seconded by Alderman Birch Ferguson and the vote was unanimous for approval.

Alderman Swiatek nominated Alderman Hallett as the Vice Chairman of the Public Affairs Committee, seconded by Alderman Birch Ferguson and the vote was unanimous for approval.

B. Selection of a Meeting Day and Time

Committee agreed to have Public Affairs Meetings changes to the third Thursday of each month at 7pm.

3. Approval of Minutes.

A. Public Affairs Committee Minutes of April 24, 2023. Alderman Birch Ferguson made a motion, seconded by Alderman Short to approve the revised minutes of the Public Affairs Committee meeting. Voting Aye: Chairman Chassee, Alderman Brown, Birch Ferguson, Smith and Short. Voting Nay: 0. Abstain: 0. Motion carried.

4. Public Participation / Presentations.

5. Items for Consent.

A. HWC 5k Special Event Permit Application - Alderman Birch Ferguson made a motion, seconded by Alderman Smith to direct this item to City Council for approval. Voting Aye: Chairman Chassee, Alderman Brown, Birch Ferguson, Smith and Short. Voting Nay: 0. Motion carried.

B. WC HS Homecoming Parade Special Event Permit Application - Alderman Birch Ferguson made a motion, seconded by Alderman Smith to direct this

item to City Council for approval. Voting Aye: Chairman Chassee, Alderman Brown, Birch Ferguson, Smith and Short. Voting Nay: 0. Motion carried.

C. C. MID Funding Agreement - Alderman Birch Ferguson made a motion, seconded by Alderman Smith to direct this item to City Council for approval. Voting Aye: Chairman Chassee, Alderman Brown, Birch Ferguson, Smith and Short. Voting Nay: 0. Motion carried.

D. D. MID Special Event Permit Application - Alderman Birch Ferguson made a motion, seconded by Alderman Smith to direct this item to City Council for approval. Voting Aye: Chairman Chassee, Alderman Brown, Birch Ferguson, Smith and Short. Voting Nay: 0. Motion carried.

E. E. Frosty Fest Special Event Permit Application - Alderman Birch Ferguson made a motion, seconded by Alderman Smith to direct this item to City Council for approval. Voting Aye: Chairman Chassee, Alderman Brown, Birch Ferguson, Smith and Short. Voting Nay: 0. Motion carried.

6. Items for Discussion.

7. Unfinished Business.

8. New Business.

9. Reports from Staff.

A. West Chicago Police Department Monthly Reports.

10. Adjournment. Alderman Birch Ferguson made a motion to adjourn, seconded by Alderman Short. The motion approved by voice vote, and the meeting adjourned at approximately 7:27pm.

Respectfully submitted,

Yahaira Bautista

Administrative Assistant to Chief of Police
West Chicago Police Department

**CITY OF WEST CHICAGO
MEMORANDUM**

TO: Michael Guttman, City Administrator

FROM: Daniel Peck, Marketing & Communications Manager

SUBJ: Marketing & Communications Strategic Plan

DATE: June 27, 2023

The City currently lacks a comprehensive plan that provides a specific strategy to tackle the existing and future challenges arising from the constantly evolving field of marketing and communications. To address this issue, staff is presenting the attached Marketing and Communications Strategic Plan.

As the initial component of a three-tiered Master Plan, the Plan establishes a framework for building a stronger foundation for the City's present and future marketing and communications efforts. The overall direction of the Plan is guided by the Strategic Priorities of establishing effective communications practices and adopting a targeted and strategic approach to the City's marketing initiatives.

To align with these priorities, five Strategic Goals have been formulated to steer the desired outcomes of the Plan. Each Goal is accompanied by a set of Strategic Initiatives, which represent the clear objectives of the Plan for staff to implement. For each Initiative, an action plan is provided, outlining specific tasks, team members involved, and the steps required to effectively achieve the objectives.

To summarize the document, outlined below are the individual Strategic Goals included in the Plan. Each is accompanied by a brief summary that emphasizes their benefits as well as a list of the corresponding Strategic Initiatives staff would be expected to implement within a timeframe of approximately two years.

Provide the appropriate tools, resources, and guidelines that empower additional City staff to assist with the communications process.

Establishing comprehensive guidelines on effectively utilizing different communications platforms, along with clear policies for interacting with the public through those platforms, will lay the groundwork for organizational practices that enable additional staff to participate and engage in the City's communications processes.

Strategic Initiatives include developing an organizational Communications Plan, and analyzing and updating the City's current communications policies.

Position the City as the primary source of community information.

The City can further build public trust by ensuring its communications platforms are reliable and secure sources of accurate information. Additionally, by actively monitoring its digital presence and promoting informational content from its partners, the City can establish itself as the primary source for community information in West Chicago.

Strategic Initiatives include registering the City's website as a government (.gov) domain, increasing and monitoring the City's digital presence and footprint, and increasing the promotion of content from the City's community and intergovernmental partners.

Enhance the user experience of the City's website.

The reliance on technology for conducting business and accessing information is constantly increasing. By ensuring the City's website content is accessible to all users and frequently used features operate efficiently for end-users the City can remain in sync with this trend. In addition, through actively seeking out improvements and staying at the forefront of technological advancements, the City can continue to enhance the ways in which the public communicates and conducts business with the City.

Strategic Initiatives include developing and implementing a Website Accessibility and ADA Compliance Plan, enhancing the calendar and meeting records management systems on the City's website, and conducting a Feasibility Study to determine the practicality of installing a digital help desk and a service request system on the City's website.

Evaluate West Chicago's visual brand.

Regularly evaluating the visual brand and brand assets is crucial for all organizations, including government entities. By conducting periodic assessments, valuable insights can be gained into public perceptions of West Chicago as both a community and an organization. Furthermore, this process ensures that visual elements are in line with current design trends and technological requirements. As part of these evaluations, it is equally important to make sure that all available branding assets are in place to maintain an effective brand presence.

Strategic Initiatives include conducting a Visual Branding Study and developing an Implementation Plan for City's Wayfinding Master Plan.

Promote West Chicago as a great place to live, work, and visit.

Promoting the services and amenities of a community attracts new residents and families. Similarly, creating and advertising an appealing downtown environment draws in more people, which in turn appeals to more employers leading to a boost in the local economy. To highlight West Chicago as an exceptional place to live, work, and visit, it is beneficial to develop and execute individual targeted marketing strategies and similar development plans that address these different aspects.

Strategic Initiatives include developing separate marketing strategies for community, economic development, and downtown place marketing, and developing a Public Arts Master Plan.

Marketing & Communications Strategic Plan: Foundation (2023 & 2024)

As methods, best practices, and trends for marketing and communications continue to evolve, it is important to establish a systematic approach to tackle the dynamic landscape.

The provided Marketing and Communications Strategic Plan shall serve as a clear course of action for the next two years that ensures the City is addressing current challenges while being prepared for potential changes in the field of marketing and communications. The objective of this Plan is to ensure the City is providing a high quality approach to its marketing and communications efforts that is effectively serving and promoting the City of West Chicago and its community.

About the Plan

Foundation is the initial Strategic Plan component of a three-tiered Marketing and Communications Master Plan. The purpose of **Foundation** is to establish base from which the City can build upon in the subsequent components of the overall Master Plan.

Future components of the three-tiered Master Plan consist of **Build** and **Grow**, which will concentrate primarily on strengthening the City's brand and assisting with the community's planned growth outlined in the City's Comprehensive Plan.

The primary responsibility for executing the components of the Master Plan, including each Strategic Plan, lies with the Marketing and Communications Division, which will operate under the guidance of the City Administrator and the West Chicago City Council.

Strategic Priorities, Goals, and Initiatives

The Strategic Plan is divided into two primary Strategic Priorities: Effective Communications and Strategic Marketing. Within each Priority, there are several Strategic Goals, each of which outlines a set of Strategic Initiatives that staff will need to implement over the next two years. These Initiatives are accompanied by clear objectives that outline the desired outcomes upon successful completion.

The following priorities, goals, initiatives, and outcomes will be organized in the following format.

A. Strategic Priority

1. Strategic Goal

a. Strategic Initiatives

i. Desired Outcome(s)

A. Effective Communications

1. Empower additional City staff to assist with communications efforts

The City can empower additional staff to assist with its communications efforts by providing them with the necessary tools and resources. This includes providing access to relevant information and guidelines on how to use communications tools effectively in addition to clear policies for how to interact with the public on behalf of the City.

- a. Develop an organizational Communications Plan
 - i. Formulate guidelines that are applicable to most instances where staff members engage with the public as part of their job duties
 - ii. Institute an organizational culture that places a high priority on public communications and actively encourages all City staff to participate in the communications process
- b. Analyze and update communications policies
 - i. Confirm communications policies are relevant and effective with changing technologies and practices
 - ii. Establish clear policies that prevent misunderstandings and ensures staff are communicating effectively and efficiently with the public

2. Position the City as the primary source of community information

The City can build trust and improve relationships with its residents by being a reliable and trustworthy source of community information. Ensuring that community information is available on multiple secure platforms can increase transparency, which can further enhance trust and community engagement.

- a. Register the City's website as a government (.gov) domain
 - i. Reinforce the City as a trusted source for information by validating the City website as an official government website
 - ii. Increase cyber security for the City and its residents
 - iii. Increase visibility and discoverability of the City's offered programs and services
- b. Increase the City's digital presence and footprint
 - i. Measure the impact of the City's digital outreach by actively monitoring and analyzing relevant statistical data
 - ii. Improve the City's digital footprint through an established strategy
- c. Increase promotion of events, services, and programs offered by community and intergovernmental partners
 - i. Define community and intergovernmental partner organizations
 - ii. Set up guidelines and submission requirements for community and intergovernmental partners to provide content on the City's platforms
 - iii. Increase awareness of partner events, programs, and services

3. Enhance the user experience of the City's website

Enhancing the user experience of the City's website would make the website more user-friendly and intuitive for visitors, making it easier for them to find the information and services they need on the website. This can be achieved by improving the design and layout of current functions, adding functions that further empower residents to conduct business online with the City, and ensuring that it is accessible to all users, including those with disabilities.

- a. Develop and implement a Website Accessibility and ADA Compliance Plan
 - i. Execute a full website audit to evaluate current status of website content and its accessibility
 - ii. Formulate an Implementation Plan that outlines strategies that ensures all current and future web content is accessible and available to all members of the public
- b. Enhance the calendar and meeting records management systems on the City's website
 - i. Integrate a calendar tool that can be efficiently managed by multiple staff members and has an aesthetically pleasing front-end design for website visitors

- ii. Optimize file management processes on the City website, and integrate front-end design upgrades to improve usability for end-users
 - iii. Ensure that frequently utilized website systems' front-end designs comply with the Website Accessibility and ADA Compliance Plan
- c. Conduct a Feasibility Study to determine practicality of installing a digital help desk and a service request system on the City's website
 - i. Evaluate whether implementing a digital help desk and service request platform would be advantageous for both the organization and the community
 - ii. Assess the feasibility of adding new platforms and whether they can be effectively managed using the City's current content management system (CMS) and organizational staff

B. Strategic Marketing

1. Evaluate West Chicago's visual brand

It is important to periodically assess how the City's visual brand is perceived by its residents, visitors, and stakeholders, and whether it accurately reflects the City's values, culture, and unique offerings. By conducting a thorough analysis, the City can make informed decisions about any necessary updates or revisions to its visual brand, ensuring that it effectively communicates the City's identity and resonates with its audience. This can help to build stronger connections between the City and its constituents, foster community pride, and attract new investment and visitors.

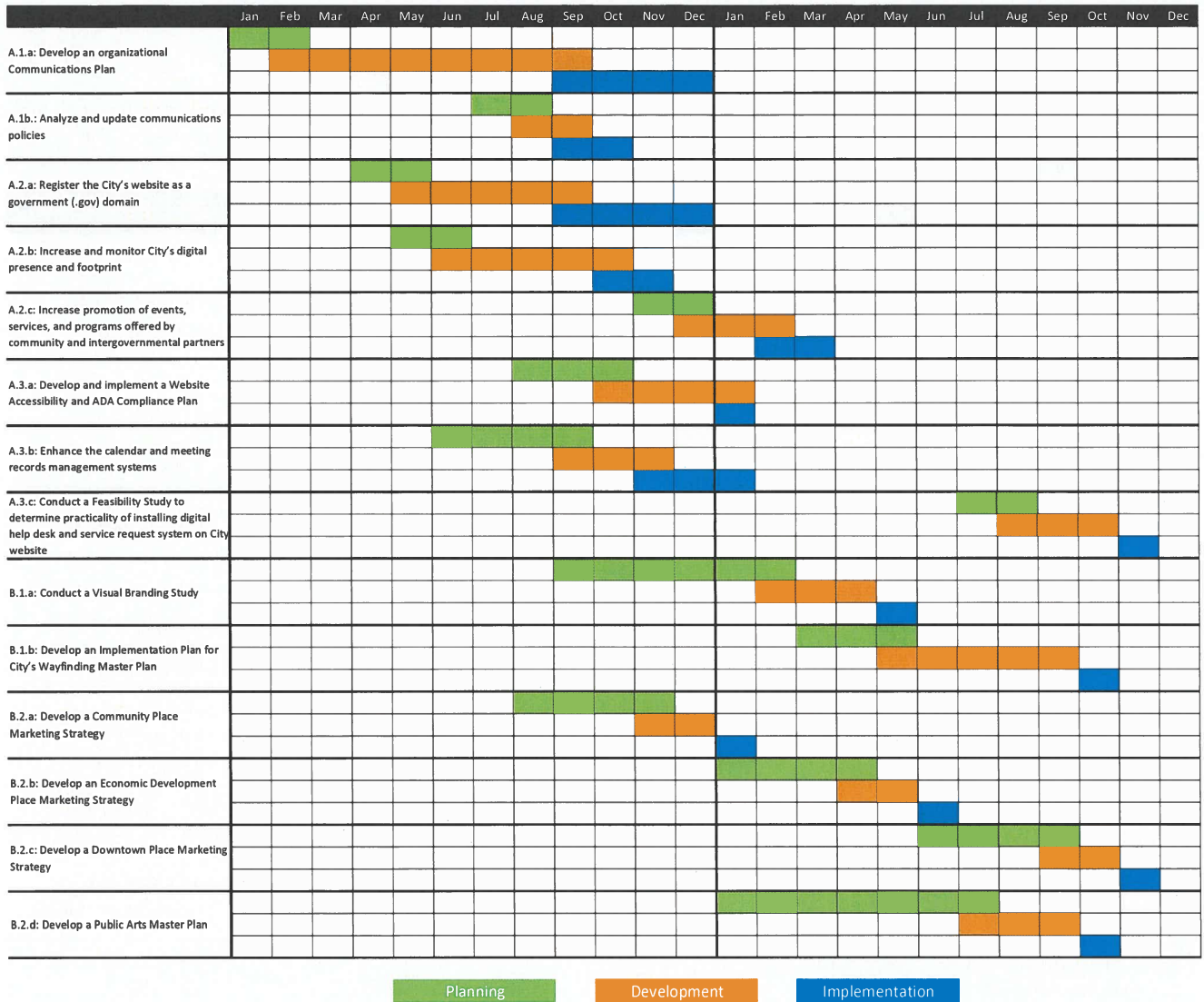
- a. Conduct a Visual Branding Study
 - i. Perform an objective analysis of the City's existing visual brand identity to develop recommendations for improvement, if necessary
- b. Develop an Implementation Plan for City's Wayfinding Master Plan
 - i. Design an implementation plan that will progressively achieve the City's Wayfinding Master Plan incrementally
 - ii. Ensure that the design elements in the current Wayfinding Master Plan accurately represent the City's visual brand identity

2. Promote West Chicago as a great place to live, work, and visit

Through carefully thought out strategies the City can best promote itself as a great place to live, work and visit. Attracting more visitors boosts the local economy; building and promoting a good reputation attracts new residents; and promoting the city as an attractive investment encourages development. Additionally, a city that is promoted and celebrated can help build civic pride and a sense of community with residents.

- a. Develop a Community Place Marketing Strategy
 - i. Improve marketing materials and content used to promote community-based initiatives
 - ii. Establish a strategy that highlights the City's positive reputation to attract new residents and cultivate civic pride among current residents
- b. Develop an Economic Development Place Marketing Strategy
 - i. Merge the City's website and economic development micro-site to enhance visibility and increase traffic

- ii. Improve economic development marketing materials and verify that economic development information is up-to-date for future marketing initiatives and campaigns
 - iii. Establish a strategy that actively promotes the City as an attractive investment opportunity for development
- c. Develop a Downtown Place Marketing Strategy
 - i. Establish a strategy that highlights the downtown's events, attractions, and businesses while presenting it as a lively place to visit and conduct business
- d. Develop a Public Arts Master Plan
 - i. Increase community pride and celebrate local culture through the display of public art
 - ii. Improve long-term management and planning of public art
 - iii. Ensure that public art harmonizes with the buildings, streetscapes, and open spaces of the City



Strategic Priority: Effective Communications**Strategic Goal: Empower additional City staff to assist with communications efforts**

Overview: The City can empower additional staff to assist with its communications efforts by providing them with the necessary tools and resources. This includes providing access to relevant information and guidelines on how to use communications tools effectively in addition to clear policies for how to interact with the public on behalf of the City.

Strategic Initiative A.1.a: Develop an organizational Communications Plan**Desired Outcomes:**

- Formulate guidelines that are applicable to most instances where staff members engage with the public as part of their job duties
- Institute an organizational culture that places a high priority on public communications and actively encourages all City staff to participate in the communications process

Action	Action Plan			Resources
	Phase	Start	Finish	
Seek guidance and recommendations from the City Administrator on protocols and guidelines that should be included in Plan	Planning	Jan 2023	Jan 2023	Marketing & Communications; City Administrator
Conduct a review of current communications operations	Planning	Jan 2023	Feb 2023	Marketing & Communications
Identify needs of organization	Planning	Feb 2023	Feb 2023	Marketing & Communications
Analyze comparable communications plans	Planning	Feb 2023	Feb 2023	Marketing & Communications
Prepare draft Plan for review	Development	Feb 2023	Mar 2023	Marketing & Communications
Review Draft Plan with Administration Department; make necessary revisions	Development	Mar 2023	Aug 2023	Marketing & Communications; Administration
Review Draft Plan with Department Heads and relevant staff; make necessary revisions in Final Draft	Development	Sep 2023	Sep 2023	Marketing & Communications; Department Heads; Relevant Staff
Approve final draft for implementation; circulate Communications Plan with relevant staff	Implementation	Sep 2023	Oct 2023	City Administrator
Conduct individual kick-off meetings with relevant staff to discuss implementation needs and platform(s) access to ensure they are fully functional within their roles	Implementation	Nov 2023	Dec 2023	Marketing & Communications; Relevant Staff
Evaluate effectiveness of Plan through quarterly reviews with relevant staff (March, June, September, December); update as necessary	Implementation	Mar 2024	On-going	Marketing & Communications; Relevant Staff

Strategic Initiative A.1.b: Analyze and update communications policies**Desired Outcomes:**

- Confirm communications policies are relevant and effective with changing technologies and practices
- Establish clear policies that prevent misunderstandings and ensures staff are communicating effectively and efficiently with the public

Action	Action Plan			Resources
	Phase	Start	Finish	
Conduct a review of current communications policies	Planning	Jul 2023	Jul 2023	Marketing & Communications

Analyze comparable communications policies	Planning	Jul 2023	Aug 2023	Marketing & Communications
Seek recommendations for improvement from Department Heads	Planning	Aug 2023	Aug 2023	Marketing & Communications; Department Heads
Prepare draft policies for review	Development	Aug 2023	Aug 2023	Marketing & Communications
Review draft policies with Administration Department; make necessary revisions	Development	Aug 2023	Sep 2023	Marketing & Communications; Administration
Review draft policies with Department Heads; make necessary revisions in final draft	Development	Sep 2023	Sep 2023	Marketing & Communications; Department Heads
Approve final draft for implementation	Implementation	Sep 2023	Sep 2023	City Administrator
Publish policies on City communications platforms; circulate with staff; update Communications Plan	Implementation	Oct 2023	Oct 2023	Marketing & Communications Division
Review policies annually and update as needed	Implementation	Jan 2025	On-going	Marketing & Communications; City Administrator

Strategic Priority: Effective Communications**Strategic Goal: Position the City as the primary source of community information**

Overview: The City can build trust and improve relationships with its residents by being a reliable and trustworthy source of community information. Ensuring that community information is available on multiple secure platforms can increase transparency and engagement, which can further enhance trust and community engagement.

Strategic Initiative A.2.a: Register the City's website as a government (.gov) domain**Desired Outcomes:**

- Reinforce the City as a trusted source for information by validating the City website as an official government website
- Increase cyber security for the City and its residents
- Increase visibility and discoverability of the City's offered programs and services

Action	Action Plan			Resources
	Phase	Start	Finish	
Review .gov transition process	Planning	Apr 2023	Apr 2023	Marketing & Communications
Establish project team; hold kick-off meeting to discuss roles and transition process	Planning	May 2023	May 2023	Marketing & Communications; IT; Consultant
Submit authorization letter to .Gov Domain Registration	Development	May 2023	Jun 2023	Marketing & Communications; City Administrator; Mayor
Submit online domain request for review	Development	Jun 2023	Jul 2023	Marketing & Communications; IT
Add server addresses to .gov registrar	Development	Jul 2023	Aug 2023	IT Division; Consultant
Conduct implementation plan meeting; outline email domain server transition to .gov	Development	Aug 2023	Sep 2023	Marketing & Communications; IT; Consultant
Launch new domain	Implementation	Oct 2023	Oct 2023	Marketing & Communications; IT; Consultant
Establish redirect from original .org URL to new .gov URL	Implementation	Oct 2023	Oct 2023	Marketing & Communications; IT; Consultant
Update all communications platforms with new URL; publicize and promote new URL	Implementation	Nov 2023	Nov 2023	Marketing & Communications
Update internal staff email domains	Implementation	Nov 2023	Dec 2023	Marketing & Communications; IT

Strategic Initiative A.2.b: Increase and monitor the City's digital presence and footprint**Desired Outcomes:**

- Measure the impact of the City's digital outreach by actively monitoring and analyzing relevant statistical data
- Improve the City's digital footprint through an established strategy

Action	Action Plan			Resources
	Phase	Start	Finish	
Identify and analyze the City's current digital platforms	Planning	May 2023	May 2023	Marketing & Communications
Identify key performance indicators (KPIs) for measuring success of initiative	Planning	Jun 2023	Jul 2023	Marketing & Communications
Establish annual KPI target goals	Development	Jul 2023	Aug 2023	Marketing & Communications
Develop data reporting process to track KPIs	Development	Aug 2023	Sep 2023	Marketing & Communications
Prepare Digital Communications Strategy that identifies actions to achieve targeted goals	Development	Sep 2023	Oct 2023	Marketing & Communications
Initiate actions set within Strategy	Implementation	Nov 2023	Dec 2023	Marketing & Communications
Report quarterly KPI metrics	Implementation	Quarterly	Quarterly	Marketing & Communications
Identify new KPI target goals and evaluate Strategy	Implementation	Annually	Annually	Marketing & Communications; City Administrator

Strategic Initiative A.2.c: Increase promotion of events, services, and programs offered by community and intergovernmental partners

Desired Outcomes:

- Define community and intergovernmental partner organizations
- Set up guidelines and submission requirements for community and intergovernmental partners to provide content on the City's platforms
- Increase awareness of partner events, programs, and services

Action	Action Plan			Resources
	Phase	Start	Finish	
Identify relevant community and intergovernmental partner organizations; identify points of contacts	Planning	Nov 2023	Dec 2023	Marketing & Communications
Review identified partners' regular communications content	Planning	Dec 2023	Dec 2023	Marketing & Communications
Prepare draft submission guidelines and requirements for submitting content to the City for dissemination	Development	Dec 2023	Jan 2023	Marketing & Communications
Review draft guidelines with intergovernmental communications group; make necessary revisions	Development	Jan 2023	Feb 2023	Marketing & Communications; Community Partners
Circulate guidelines with relevant organizations; update Communications Plan with guidelines	Implementation	Feb 2023	Mar 2023	Marketing & Communications
Disseminate content received from approved partners	Implementation	Mar 2023	On-Going	Marketing & Communications

Strategic Priority: Effective Communications**Strategic Goal: Enhance the user experience of City's website**

Overview: Enhancing the user experience of the City's website would make the website more user-friendly and intuitive for visitors, making it easier for them to find the information and services they need on the website. This can be achieved by improving the design and layout of current functions, adding functions that further empower residents to conduct business online with the City, and ensuring that it is accessible to all users, including those with disabilities.

Strategic Initiative A.3.a: Develop and initiate Website Accessibility and ADA Compliance Implementation Plan**Desired Outcomes:**

- Execute a full website audit to evaluate current status of website content and its accessibility
- Formulate an Implementation Plan that outlines strategies that ensures all current and future web content is accessible and available to all members of the public

Action	Action Plan			Resources
	Phase	Start	Finish	
Establish project team; hold kick-off meeting to discuss roles and goals	Planning	Aug 2023	Aug 2023	Marketing & Communications; Human Resources; Consultant
Research ADA Compliancy Guidelines and Web Content Accessibility Guidelines 2.2 (WCAG 2.2)	Planning	Aug 2023	Sep 2023	Marketing & Communications; Human Resources
Conduct full audit of City website	Planning	Sep 2023	Sep 2023	Consultant
Develop draft Website Accessibility and ADA Compliance Implementation Plan	Development	Oct 2023	Nov 2023	Marketing & Communications; Human Resources
Review draft Plan with project team; make necessary revisions in final draft	Development	Nov 2023	Nov 2023	Marketing & Communications; Human Resources; Consultant
Implement final Plan	Implementation	Nov 2023	Jan 2024	Marketing & Communications; IT; Consultant
Update City Communications Plan to include general guidelines for generating new content	Implementation	Jan 2024	Jan 2024	Marketing & Communications
Bi-annually review most current ADA/WCAG guidelines; conduct audit of website	Implementation	Jan 2026	On-Going	Marketing & Communications; Human Resources; Consultant

Strategic Initiative A.3.b: Enhance city calendar and meeting records management system**Desired Outcomes:**

- Integrate a calendar tool that can be efficiently managed by multiple staff members and has an aesthetically pleasing front-end design for website visitors
- Optimize file management processes on the City website, and integrate front-end design upgrades to improve usability for end-users
- Ensure that frequently utilized website systems' front-end designs comply with the Website Accessibility and ADA Compliance Plan

Action	Action Plan			Resources
	Phase	Start	Finish	
Review current city calendar and meeting records management systems	Planning	Jun 2023	Jul 2023	Marketing & Communications; Consultant
Identify relevant staff who are, or may, utilize platforms within their roles	Planning	Jul 2023	Jun 2023	Marketing & Communications; Relevant Staff
Review Initiative objectives and identify issues with current processes and software with relevant staff; seek consensus of approval to proceed with future actions	Planning	Jun 2023	Jul 2023	Marketing & Communications; Relevant Staff
Research new systems and software compatible with City's content management system (CMS)	Planning	Aug 2023	Sep 2023	Marketing & Communications; Relevant Staff; Consultant

Present suitable solution(s) based on feedback and research to relevant staff; select appropriate solution	Development	Sep 2023	Sep 2023	Marketing & Communications; Relevant Staff; Consultant
Develop draft Action Plan for installation and training of new systems	Development	Sep 2023	Oct 2023	Marketing & Communications; Consultant
Review Action Plan with relevant staff; make necessary revisions in final draft	Development	Oct 2023	Oct 2023	Marketing & Communications; Relevant Staff
Implement Action Plan	Implementation	Nov 2023	Dec 2023	Marketing & Communications; Relevant Staff; Consultant
Update Communications Plan with general guidance for systems	Implementation	Jan 2024	Jan 2024	Marketing & Communications
Strategic Initiative A.3.c: Conduct a Feasibility Study to determine practicality of installing a digital help desk and a service request system on City website				

Desired Outcomes:

- Evaluate whether implementing a digital help desk and service request platform would be advantageous for both the organization and the community
- Assess the feasibility of adding new platforms and whether they can be effectively managed using the City's current content management system (CMS) and organizational staff

Action	Action Plan				Resources
	Phase	Start	Finish		
Research digital help desk and online service request systems utilized by other government organizations; develop proposal for review	Planning	Jun 2024	Jun 2024		Marketing & Communications
Present Initiative objectives to Department Heads; seek consensus of approval to proceed with future actions	Planning	Jul 2024	Jul 2024		Marketing & Communications; Department Heads
Identify relevant staff to be involved with the development and implementation of the Initiative	Planning	Jul 2024	Jul 2024		Marketing & Communications; Department Heads; Relevant Staff
Hold kick-off meeting with relevant staff members to discuss roles and goals in developing and implementing the Initiative	Planning	Aug 2024	Aug 2024		Marketing & Communications; Relevant Staff
Conduct review of technical capabilities of City's CMS and Email platform	Planning	Jun 2024	Jul 2024		Marketing & Communications; Relevant Staff
Research costs and capabilities of software platforms	Planning	Jul 2024	Jul 2024		Marketing & Communications; Relevant Staff
Conduct survey of relevant departmental staff to evaluate interest in systems	Planning	Jul 2024	Aug 2024		Marketing & Communications; Relevant Staff
Compile data from planning and research into draft Operational and Technical Feasibility Study	Development	Aug 2024	Sep 2024		Marketing & Communications; Relevant Staff
Review Study with City Administrator; make necessary revisions in final draft	Development	Sep 2024	Oct 2024		Marketing & Communications; Relevant Staff; City Administrator
Present final Study to Department Heads for consideration and final direction	Implementation	Nov 2024	Nov 2024		Marketing & Communications; Relevant Staff; Department Heads

Strategic Priority: Strategic Marketing**Strategic Goal:** Evaluate West Chicago's visual brand

Overview: It is important to periodically assess how the City's visual brand is perceived by its residents, visitors, and stakeholders, and whether it accurately reflects the City's values, culture, and unique offerings. By conducting a thorough analysis, the City can make informed decisions about any necessary updates or revisions to its visual brand, ensuring that it effectively communicates the City's identity and resonates with its audience. This can help to build stronger connections between the City and its constituents, foster community pride, and attract new investment and visitors.

Strategic Initiative B.1.a: Conduct a Visual Branding Study**Desired Outcomes:**

- Perform an objective analysis of the City's existing visual brand identity to develop recommendations for improvement, if necessary

Action	Action Plan			Resources
	Phase	Start	Finish	
Review the City's previous branding initiatives and current visual branding components	Planning	Sep 2023	Sep 2023	Marketing & Communications
Present Initiative objectives to Public Affairs Committee; seek consensus of approval to proceed with future actions	Planning	Oct 2023	Oct 2023	Marketing & Communications; City Council
Research regional and national comparable municipalities' visual branding	Planning	Nov 2023	Dec 2023	Marketing & Communications
Identify key stakeholders who will assist with Study	Planning	Dec 2023	Dec 2023	Marketing & Communications
Conduct audit of City's current internal and external printed communications collateral; current online communications platforms; and experiential assets	Planning	Jan 2024	Jan 2024	Marketing & Communications
Conduct surveys with key stakeholders to solicit insight and feedback on current visual brand	Planning	Jan 2024	Feb 2024	Marketing & Communications; Key Stakeholders
Compile data from research, audits, and surveys into draft Visual Branding Study	Development	Mar 2024	Apr 2024	Marketing & Communications
Establish recommendations for consideration based on Study	Development	Apr 2024	Apr 2024	Marketing & Communications
Review draft Study with City Administrator; make necessary revisions into final draft	Development	May 2024	Jun 2024	Marketing & Communications; City Administrator
Present Study to Public Affairs Committee	Implementation	Jun 2024	Jun 2024	Marketing & Communications; City Council

Strategic Initiative B.1.b: Develop an Implementation Plan for City's Wayfinding Master Plan**Desired Outcomes:**

- Ensure that the design elements in the current Wayfinding Master Plan accurately represent the City's visual brand identity
- Design an implementation plan that will progressively achieve the City's Wayfinding Master Plan incrementally

Action	Action Plan			Resources
	Phase	Start	Finish	
Present Initiative objectives to Public Affairs Committee; seek consensus of approval to proceed with future actions	Planning	Mar 2024	Mar 2024	Marketing & Communications; City Council
Present Initiative objectives to Department Heads; seek recommendations and feedback for improvement; designate staff to assist with Initiative	Planning	Mar 2024	Apr 2024	Marketing & Communications; Department Heads

Research and assess City's current Wayfinding Master Plan components: audience, movements, and destination; signage map; signage types; specifications	Planning	Mar 2024	Apr 2024	Marketing & Communications; Relevant Staff
Review relevant City Code to confirm proposed signage is in compliance	Planning	Apr 2024	Apr 2024	Marketing & Communications; Relevant Staff
Update Wayfinding Master Plan where necessary based on initial review	Development	Apr 2024	May 2024	Marketing & Communications; Relevant Staff
Conduct Needs Assessment to establish hierarchy of needed signage	Development	May 2024	Jun 2024	Marketing & Communications; Relevant Staff
Compile research and Needs Assessment into draft Wayfinding Sign Program Implementation Plan	Development	Jun 2024	Aug 2024	Marketing & Communications; Relevant Staff
Review draft Plan with Department Heads; make necessary revisions in final draft	Development	Aug 2024	Sep 2024	Marketing & Communications; Department Heads; Relevant Staff
Request funding for implementation of Plan within the FY 2025 Budget	Implementation	Oct 2024	Oct 2024	Marketing & Communications

Strategic Priority: Strategic Marketing**Strategic Goal:** Promote West Chicago as a great place to live, work, and visit

Overview: Through carefully thought out strategies the City can best promote itself as a great place to live, work and visit. Attracting more visitors boosts the local economy; building and promoting a good reputation attracts new residents; and promoting the city as an attractive investment encourages development. Additionally, a city that is promoted and celebrated can help build civic pride and a sense of community with residents.

Strategic Initiative B.2.A: Develop a Community Place Marketing Strategy**Desired Outcomes:**

- Improve marketing materials and content used to promote community-based initiatives
- Establish a strategy that highlights the City's positive reputation to attract new residents and cultivate civic pride among current residents

Action Plan				
Action	Phase	Start	Finish	Resources
Review current community based content on website; update content where necessary	Planning	Aug 2023	Aug 2023	Marketing & Communications
Define (3) key characteristics of the community to promote	Planning	Aug 2023	Aug 2023	Marketing & Communications
Update new resident welcome materials	Planning	Sep 2023	Sep 2023	Marketing & Communications; Finance; Administration
Create a community culture webpage; update history webpage	Planning	Oct 2023	Nov 2023	Marketing & Communications; West Chicago Museum
Identify opportunities to advertise community to attract new residents	Planning	Nov 2023	Nov 2023	Marketing & Communications; Economic Development
Prepare Community Place Marketing Strategy that identifies annual cyclical action items	Development	Nov 2023	Dec 2023	Marketing & Communications
Initiate actions set within the Strategy	Implementation	Jan 2024	Jan 2024	Marketing & Communications
Review Strategy and actions annually	Implementation	Jan 2025	On-Going	Marketing & Communications

Strategic Initiative B.2.b: Develop an Economic Development Place Marketing Strategy**Desired Outcomes:**

- Merge the City's website and economic development micro-site to enhance visibility and increase traffic
- Improve economic development marketing materials and verify that economic development information is up-to-date for future marketing initiatives and campaigns
- Establish a strategy that ensures economic development content is current and actively promotes the City as an investment opportunity to developers

Action Plan				
Action	Phase	Start	Finish	Resources
Migrate all content from economic development microsite (westchicagonow.org) to primary website	Planning	Jan 2024	Jan 2024	Marketing & Communications; Consultant
Review and update all content on economic development page(s)	Planning	Jan 2024	Feb 2024	Marketing & Communications; Economic Development
Review and update all business based content on website		Feb 2024	Mar 2024	Marketing & Communications; Economic Development
Define (3) key characteristics of the City that makes it attractive to potential developers and businesses	Planning	Mar 2024	Mar 2024	Marketing & Communications; Economic Development
Identify opportunities to advertise the City to businesses and developers	Planning	Apr 2024	Apr 2024	Marketing & Communications; Economic Development

Prepare Economic Development Place Marketing Strategy that identifies annual cyclical action items	Development	Apr 2024	May 2024	Marketing & Communications; Economic Development
Initiate actions set within the Strategy	Implementation	Jun 2024	Jun 2024	Marketing & Communications; Economic Development
Review Strategy and actions annually	Implementation	Jan 2025	On-Going	Marketing & Communications; Economic Development
Strategic Initiative B.2.c: Develop a Downtown Place Marketing Strategy				

Desired Outcomes:

- Establish a strategy that highlights the downtown's events, attractions, and businesses while presenting it as a lively place to visit and conduct business

Action	Action Plan			Resources
	Phase	Start	Finish	
Identify and catalog all downtown businesses, organizations, restaurants, and attractions/features	Planning	Jun 2024	Jun 2024	Marketing & Communications; Economic Development
Identify (3) unique characteristics of the downtown area that makes it attractive to visitors	Planning	Jun 2024	Jul 2024	Marketing & Communications; Special Events; Economic Development
Identify regional opportunities to advertise the downtown as a place to visit and explore	Planning	Jul 2024	Jul 2024	Marketing & Communications; Special Events; Economic Development
Conduct aerial photo/video shoot of downtown area with drone	Planning	Jul 2024	Aug 2024	Marketing & Communications; Consultant; Police
Create webpage specifically highlighting the downtown area	Planning	Aug 2024	Sep 2024	Marketing & Communications; Special Events; Economic Development
Prepare Downtown Place Marketing Strategy that identifies annual cyclical action items	Development	Sep 2024	Oct 2024	Marketing & Communications; Special Events; Economic Development
Initiate actions set within the Strategy	Implementation	Nov 2024	Nov 2024	Marketing & Communications
Review Strategy and actions annually	Implementation	Jan 2025	On-Going	Marketing & Communications; Special Events; Economic Development
Strategic Initiative M.2.D: Develop a Public Arts Master Plan				

Desired Outcomes:

- Increase community pride and celebrate local culture through the display of public art
- Improve long-term management and planning of public art
- Ensure that public art harmonizes with the buildings, streetscapes, and open spaces of the City

Action	Action Plan			Resources
	Phase	Start	Finish	
Seek direction from the City Council for conducting a Public Arts Master Plan	Planning	2021	2021	Marketing & Communications; City Council
Create a comprehensive inventory of existing public art displays and programs (i.e. art banner exhibit)	Planning	Jan 2024	Jan 2024	Marketing & Communications
Identify and designate public and private facilities and areas appropriate for public art displays	Planning	Jan 2024	Jan 2024	Marketing & Communications; Public Works; Community Development; Community Partners; Property Owners
Investigate and identify potential funding mechanisms and opportunities	Planning	Feb 2024	Feb 2024	Marketing & Communications

Identify City Code provisions for public art	Planning	Apr 2024	Apr 2024	Marketing & Communications; Community Development
Identify key stakeholders and define roles and responsibilities of potential public art projects	Planning	Apr 2024	May 2024	Marketing & Communications
Establish general guidelines and criteria for the selection or submittal of acceptable public art	Planning	May 2024	May 2024	Marketing & Communications
Establish procedure and guidelines for artist submissions and commissioned artwork	Planning	May 2024	May 2024	Marketing & Communications
Establish conservation and maintenance guidelines for public art works	Planning	Jun 2024	Jun 2024	Marketing & Communications; Public Works
Establish procedure for deaccession of public art	Planning	Jun 2024	Jun 2024	Marketing & Communications
Identify and develop short term and long term goals for Plan	Planning	Jul 2024	Jul 2024	Marketing & Communications; Cultural Arts Commission
Compile planning components into draft document; review with City Administrator and make necessary revisions	Development	Jul 2024	Aug 2024	Marketing & Communications; City Administrator
Review draft Plan with Cultural Arts Commission; request recommendations and suggestions	Development	Sep 2024	Sep 2024	Marketing & Communications; Cultural Arts Commission
Review recommendations from Commission with City Administrator; make necessary revisions into final draft	Development	Sep 2024	Sep 2024	Marketing & Communications; IT Division; Consultant
Present final Plan to Public Affairs Committee for direction	Implementation	Oct 2024	Oct 2024	Marketing & Communications; City Council

CITY OF WEST CHICAGO

PUBLIC AFFAIRS COMMITTEE AGENDA ITEM SUMMARY

ITEM TITLE:

Intergovernmental Agreement with the
West Chicago Fire District for
Certain Code Enforcement Matters

Res. 23-R-0062

AGENDA ITEM NUMBER: 4. B.

FILE NUMBER: _____

COMMITTEE AGENDA DATE: July 20, 2023

COUNCIL AGENDA DATE: _____

STAFF REVIEW: Tom Dabareiner AICP

SIGNATURE 

APPROVED BY CITY ADMINISTRATOR: Michael Guttman **SIGNATURE** _____

ITEM SUMMARY:

The West Chicago Fire District upgraded their capabilities and asked City Staff to revisit the outdated IGA currently in place between the two entities. Over several meetings, City Staff met with Chief Tanner and Fire Marshall Bill Schultz to discuss the contents of the proposed IGA. Without surrendering the City's role as the Authority Having Jurisdiction (AHJ), the Fire District has been given greater responsibility for fire-related construction plan review and code enforcement. Previously, those duties fell under the auspices of B&F under contract with the City, and less so under the Fire District. The proposed IGA also defines a procedure for handling differences between City and Fire District staff.

ACTIONS PROPOSED:

Recommend approval of Resolution No. 23-R-0062 and the updated IGA with the West Chicago Fire District.

COMMITTEE ACTION:

RESOLUTION NO. 2023-R-0062

**A RESOLUTION AUTHORIZING THE MAYOR TO EXECUTE
AN INTERGOVERNMENTAL AGREEMENT WITH THE WEST CHICAGO FIRE
DISTRICT REGARDING CERTAIN CODE ENFORCEMENT MATTERS**

BE IT RESOLVED by the City Council of the City of West Chicago, in regular session assembled, that the Mayor is hereby authorized to execute an Intergovernmental Agreement by and between the West Chicago Fire District and the City of West Chicago, a copy of which is attached hereto and incorporated herein as Exhibit 1.

APPROVED this _____ day of July 2023.

AYES: _____

NAYS: _____

ABSTAIN: _____

ABSENT: _____

Mayor Ruben Pineda

ATTEST:

Executive Office Manager Valeria Perez

EXHIBIT 1

INTERGOVERNMENTAL COOPERATIVE AGREEMENT BETWEEN THE CITY OF WEST CHICAGO AND THE WEST CHICAGO FIRE PROTECTION DISTRICT

WHEREAS, the City of West Chicago and the West Chicago Fire Protection District (hereinafter referred to as the City and Fire District respectively) both possess the power to establish regulations regarding fire protection and fire safety within their respective boundaries; and

WHEREAS, the Intergovernmental Cooperation Act, 5 ILCS 220/3 (1996), provides that any power or powers, privilege, or authority exercised or which may be exercised by a public agency may be exercised and enjoyed jointly with any other public agency of the State; and

WHEREAS, the governing bodies of both the City and Fire District desire to coordinate their enforcement of their legally adopted Building and Fire Codes to the greatest extent possible; and

WHEREAS, the City and the Fire District acknowledge that the public health, safety and welfare of the citizens of the City of West Chicago can best be served through a coordinated inspection program; and

WHEREAS, pursuant to Article VII, Section 10 of the Illinois Constitution, 1970, public bodies may enter into intergovernmental agreements whereby their powers may be shared.

NOW, THEREFORE, BE IT RESOLVED AND AGREED BETWEEN THE CITY AND THE FIRE DISTRICT, BOTH MUNICIPAL CORPORATIONS IN DUPAGE COUNTY, ILLINOIS, as follows:

1. The City and the Fire District shall coordinate their enforcement activities as they relate to matters concerning the construction, alteration, addition, repair, removal, demolition, use, location, occupancy and maintenance of all buildings and structures within the City and shall apply these efforts to existing or proposed buildings and structures.
2. It shall be the responsibility of the City to issue building permits, collect fees pertaining to building construction, issue stop work orders, post structures, maintain inspection reports and issue certificates of use and occupancy. Any legal fees connected with the enforcement of the Building Codes shall be assumed by the City.
3. The City shall be responsible for the administration and enforcement of the adopted International Building Code as amended (hereinafter IBC), and further be responsible for providing the Fire District with one copy of all approved building plans of all non-residential buildings. Any fines collected by the City under this provision shall be retained by the City.
4. Unless otherwise rescinded in writing by the City, the Fire District shall be responsible for the administration and enforcement of the City-adopted International Fire Code as amended (hereinafter IFC). The Fire District may issue permits as specified in the IFC and collect fees associated with such permits. Any legal fees connected with the enforcement of the International Fire Code shall be assumed by the Fire District. In the event of non-compliance, notice of violation shall be issued on City forms, by the City, citing the City IFC provisions. Any fines collected on behalf through enforcement compliance shall be provided to and/or retained by the Fire District. For those cases where voluntary compliance is not achieved, the City will issue a Notice to Appear in its Administrative Adjudication Hearing to the property

owner and/or tenant who remains in violation of the IFC, and Fire District personnel will assist in providing expert and witness testimony to assist in the prosecution of those cases. Any fine collected through Administrative Adjudication shall be made payable to the Fire District. In the event the Administrative Adjudication Finding is appealed, or certification of the Finding is required for collection, any legal fees incurred by the City which are not collected from the property owner or tenant shall be paid to the City by the Fire District, within thirty (30) days of invoice for same. The City shall confer with the Fire District prior to expenditure of any legal fees following Administrative Adjudication.

5. The Fire District agrees to provide written comments for initial plan reviews within ten business days of receipt of the original plans from the City, and inspection services for the City for the Sections of the IBC pertaining to the following:
 1. Fire Service Features (e.g. fire apparatus access roads; fire protection water supply; et cetera)
 2. Special Detailed Requirements Based On Use and Occupancy (e.g. Storage, Use, and Handling of hazardous materials; high piled storage practices; et cetera)
 3. Fire and Smoke Protection Features (e.g. fire resistance; fire separation; et cetera)
 4. Fire Protection Systems (e.g. automatic sprinkler systems; smoke and heat removal; et cetera)
 5. Means of egress
 6. Membrane Structures
 7. Temporary Structures
 8. Automatic Vehicular Gates
 9. Photovoltaic Panels, Modules, and Alternative Power Systems
 10. Safeguards During Construction

Subsequent plan reviews shall be completed within five business days. Plan Review and Inspection fees for these listed services will be charged by the City to the building permit applicant in accordance with the Fee Schedule adopted by the Fire District. The City shall forward such payment to the Fire Protection District.

6. The City will not issue a Final Certificate of Occupancy for new or re-occupied nonresidential occupancies until it receives a final inspection report from the Fire District, which report shall be forwarded to the City within 48 hours of the request for a final inspection. All violations of the approved plans and permit shall be noted and it shall be the responsibility of the City to notify the holder of the permit of any discrepancies.
7. The City agrees to make inspections of existing buildings and structures within two business days upon the written request of the Fire District to assist in the enforcement of the IFC.
8. The City and Fire District shall cooperate to resolve interpretations, discrepancies or amendment to the IFC and any disagreements over the implementation of this Intergovernmental Agreement (or any matters that it covers). Should any interpretation, discrepancy or proposed amendment to the IFC or any disagreement over the interpretation of a term of this Intergovernmental Agreement (or any matters

that it covers) not be resolved between the personnel identified in #10 and #11 below, the matter will be presented to the City Administrator and Fire Chief for an attempted resolution. Should the matter not be resolved between the City Administrator and Fire Chief, the position of the City shall be adopted by the Parties.

9. Changes in the IBC and IFC as they relate to the items listed in Section 5 of this Agreement shall only be made with the concurrence of the other party and legally adopted by an amending ordinance.
10. The City designates its Chief Building Official or his designee as the employee responsible for administering and enforcing this Agreement.
11. The Fire District designates its Fire Marshall or his designee as the employee responsible for administering this Agreement.
12. The City and the Fire District agree to work cooperatively on the sharing of information related to properties regulated by either Party within the boundaries of the City and upon written request by either Party.
13. The City and the Fire District agree to work cooperatively to better serve the citizens. Any costs associated with improvements may be shared in a manner that is fair, equitable, and agreed upon by both Parties.
14. Each Party to this Agreement shall indemnify and hold harmless the other Party, together with their respective officials, officers, employees and agents, from and against any and all third-party litigation or claims arising out of each Party's own actions or inactions related to the fire inspection program as set forth in this Agreement.
15. All notices concerning this Agreement shall be in writing and addressed to the other Party as follows:

If to the City: City of West Chicago
Attention: City Administrator Michael Guttman
475 Main Street
West Chicago, IL 60185

If to the District: West Chicago Fire Protection District
Attention: Fire Chief Patrick Tanner
200 Fremont Street
West Chicago, IL 60185

Delivery may be by personal delivery, or certified mail, return receipt requested. Delivery will be deemed made upon proof of receipt.

15. This Intergovernmental Agreement may be terminated by either Party hereto by the giving of thirty (30) days written notice to the governing body of the respective local government unit. This agreement shall be in full force and effect after its passage by the City Council and by the Fire District Board of Trustees and the affixing of the signatures of the appropriate officials of those Parties to this agreement.

PASSED AND APPROVED by the City Council on the _____ day of _____, 2023.

MAYOR

ATTEST:

EXECUTIVE OFFICE MANAGER

PASSED AND APPROVED by the Fire District Board of Trustees on the _____ day of _____, 2023.

FIRE DISTRICT PRESIDENT

ATTEST:

FIRE DISTRICT SECRETARY

