

## 2013/2014 Strategic Plan

### Neighborhood Council: Winnetka

**The BIG Vision:** The WNC exists to improve the livability of Winnetka through a focus on safety, manageable growth, community and youth involvement, holding the City accountable for providing services, and providing direction to the City Council and City departments on how to make Winnetka a pleasurable place to live.

**The BIG Goals:** Break the Vision down into achievable goals that are steps in fulfilling your vision.

- 1) Partner with area NCs and other community organizations to produce and hold a Safety Fair to educate stakeholders on personal, family, and business safety knowledge and solutions.
- 2) Partner with local community organizations to ensure that Winnetka remains a safe community for children to grow up in by providing a safe Halloween event for kids as an alternative to trick or treating, and continue our annual Salute to Kids March empowering our community to stand up against negative elements.
- 3) Increase our outreach efforts by ensuring we publish two newsletters to be mailed to all Winnetka residents and increase our electronic contact database by 30%.
- 4) Diligently monitor proposed developments, conditional permits, zoning changes, and planning ordinance changes and work with developers, stakeholders, and City officials to ensure that growth is smart, consistent with the community look and feel, and appropriate.
- 5) Ensure that the WNC holds regular meet and greet events with local and state representatives to provide stakeholders with an opportunity to hold their representatives accountable by communicating concerns and ideas to their representatives.
- 6) Holding the City accountable for maintaining and improving the infrastructure and aesthetics of our community.
- 7) Work with the diverse resources in our community such as local charities and community organizations to promote a more livable environment.

**The BIG Solutions:** Anticipate the challenges or obstacles that you will encounter and incorporate the solutions in your plan.

- 1) **Problem:** Big projects require planning.

**Solution:** Committees will work with stakeholders and other community organizations to create a project plan and appropriate budget for each actionable goal.

- 2) **Problem:** Lack of stakeholder involvement:

**Solution:** Publish newsletter on a consistent basis.

**Solution:** Create additional signage for our meeting place.

**Solution:** Develop social media contacts to reach a new generation.

- 3) **Problem:** Lack of Stakeholder awareness and involvement in planning and planning ordinance changes

**Solution:** Continue to diligently monitor City early notification regarding proposed development.

**Solution:** Monitor City Committee agendas for proposed ordinance, updates, and changes.

**Solution:** Share regular updates with the community through our website and social media contacts

**Solution:** Ensure we continue to hold regular meetings to educate stakeholders and solicit input to share with the City.

- 4) **Problem:** Scheduling local and state representatives for meet and greets

**Solution:** Continue efforts to actively reach out to representatives to encourage them attend our meetings

**Solution:** Identify common areas of interest and reach out to specific representatives who wish to address their plans and concerns

**Solution:** Create an enticing environment with significant community involvement to ensure that the meet and greet has sufficient critical mass to make it attractive to representatives

- 5) **Problem:** Lack of visible effort by the City to maintain local infrastructure, enforce codes and laws, and develop sustainable plans for infrastructure and aesthetic improvement

**Solution:** Encourage stakeholders to bring problems to our attention so we can address the issues

**Solution:** Continue efforts to make stakeholders aware of the process to report problems to the City.

**Solution:** Continue efforts to reach out to City departments and engage them in a conversation about alternative solutions to ongoing problems.

**Solution:** Create an environment wherein the City and the community can have constructive discussions about future improvement and planning opportunities to improve the infrastructure and aesthetics of our community.

**The BIG Budget:** Use the Neighborhood Council Budget template to help you categorize your expenditures based on your vision, goal and solutions.

- 1) Outreach \$24,760.00
- 2) Operations \$2,600.00

- 3) Neighborhood Purpose Grants (NPGs) \$8,450.00
- 4) Neighborhood Improvements \$0.00
- 5) Elections/Selections \$2,750.00

**The BIG Score:** Measure your progress and your final performance, adjusting along the way. Evaluate your journey based on results. Start with an evaluation of your current position and then get busy!

- 1) The WNC will report monthly on the following statistics:
  - a. Monthly website visits
  - b. Most popular website page
  - c. Number of Contacts in our database
  - d. Number of social media actions initiated
  - e. Number of stakeholders in attendance at the last meeting
- 2) The WNC will attempt to estimate and report on the number of stakeholders in attendance at events

**The BIG Reminder:** Align your behavior with your Vision. Everything you do should be advancing you toward your Vision. If something you are doing is not aligned, it is a potential obstacle or challenge that will interfere with your goals.

At every turn, ask “Does this promote more citizen participation in government and make government more responsive to local needs.”  
If the answer is yes, then you are bringing your Vision to life!