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**Title:** Approve the 2024-2026 City Priorities Plan

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**Attachments:** 1. Attachment A - 2023 Community Survey Quality - Importance, 2. Attachment B - Proposed 2024 Priorities

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6/18/2024	1	City Council		

**CITY COUNCIL AGENDA ITEM**

**ACTION REQUESTED:**

Approve the 2024-2026 City Priorities Plan

**DEPARTMENT:** City Manager’s Office

**SUBMITTED BY:** Marcie Schatz, Assistant to the City Manager

**BOARD/COMMISSION REVIEW:**

NA

**BACKGROUND:**

In 2021, the City of Naperville created the Bridge to 2023 Priorities Plan to ensure that the organizational focus aligned with community priorities. Taking community input into account, the City Council approved the vision and five supporting critical actions below. Staff provided a Priorities Plan status report to the City Council two times each year. Further, the priorities also served as the foundation for annual budget discussions and will continue to guide the organization going forward.

## VISION

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Naperville's past provides a strong bridge to the future. Naperville's residents and elected officials envision a community that is:

### FIRST-CLASS

Naperville is an award-winning community with unmatched quality of life, amenities and economic vibrancy.

### WELCOMING AND INCLUSIVE

Naperville is open and inclusive, balancing its identity as a premier community with a sense of welcome and belonging for all.

### CONNECTED

Naperville is a place where people connect with each other and have easy access to amenities that offer a high quality of life.

### RESILIENT

Naperville adapts and remains strong through adversity – whether adversity is climate change, national disasters, economic downturns, or social unrest.

### FULL OF OPPORTUNITY

Businesses large and small thrive in Naperville. The robust local economy ensures that daily needs are fully met. All residents have access to the opportunities and amenities the community offers.

## MISSION STATEMENT

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To provide services that ensure a high quality of life, sound fiscal management, and a dynamic business environment, while creating an inclusive community that values diversity.

## CORE VALUES

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The work of employees of the City of Naperville is guided and driven by Core Values, the foundation upon which the organization's culture is built.

### PEOPLE

We value each other as professionals working together to provide quality services. We strive for a rewarding work environment through teamwork, professional development, and employee recognition.

### RESPECT

We treat each other with dignity, courtesy, and compassion.

### TRUST

We build trust and credibility through professional interactions, honest communications, and a caring attitude.

### PRIDE

We are driven to provide exceptional service and believe our achievements and successes reflect our work ethic.

While the vision, mission statement and core values represented in the 2023 Priorities Plan continue to guide the organization, a community survey was completed in 2023 that provides updated data and the opportunity to match priorities with the most current community sentiment. It is our intention to update the Priorities Plan to better reflect the goals and experiences of Naperville residents in 2024.

### 2023 National Community Survey

In 2023, the City completed its first community survey in seven years. The National Community Survey ("community survey") focuses on the following 11 aspects of community livability, some outside of the City's jurisdiction/control:

*Economy, Mobility, Community Design, Utilities, Safety, Natural Environment, Parks and Recreation, Health and Wellness, Education, Arts and Culture, and Inclusivity and Engagement.*

The results of the survey revealed that at least 95% of residents reported a favorable impression of the overall quality of life in Naperville and 94% approving of opportunities for education, arts and culture in the City. Naperville residents experience a vibrant local economy and rate Naperville as a great place to live and work. Trust in local government performance is high, and residents feel included in their community. All survey questions relating to local government performance received ratings that exceeded national averages, specifically, approximately eight in 10 residents gave excellent or good marks to Naperville government. Finally, Naperville residents value the City's outdoor amenities, natural environment, and parks and recreation opportunities.

## **DISCUSSION:**

### **Establishing New Priorities**

While the results of the survey were exceedingly positive, the City is shifting the focus of the former plan to include new data from the 2023 community survey and ensure time is spent and resources are allocated addressing the most current community priorities. To do this, we plan to use measurements of “perceived importance” and “quality of services.”

The quadrants in Attachment A show the community livability facets that were given higher or lower importance ratings (right to left) in the survey, and which had higher or lower quality ratings (up to down). Those scoring in the lower right-hand corner warrant further investigation to determine what changes need to be made to improve performance. Conversely, services in the upper left-hand corner are areas where performance may outscore residents’ priorities.

Facets of livability falling closer to the diagonal line are those where performance is best aligned with resident priorities and likely do not represent where resources should be allocated in efforts to improve.

However, the following categories of livability are situated further from the diagonal line and are least aligned between resident priority and perceived quality. Therefore, staff recommends multiple goals in each of these categories:

- Utilities - highest importance/lower quality
- Safety - highest importance/high quality
- Economy - highest importance/high quality
- Mobility - lower importance/lowest quality

Services in the Natural Environment and Community Design categories are more aligned with resident priorities but have some opportunity for improvement. As such, staff is recommending goals in these areas, however a lesser number.

Using community survey and department data, known service delivery challenges, and opportunities for service delivery improvement, the department directors worked together to create the following list of citywide priorities. (A more detailed description of the priorities is included as Attachment B). The priorities incorporate a two to five year planning horizon.

The priorities below are challenging, yet achievable. Each one will require collaboration between staff, City Council and the community to see the greatest benefit.

### **Utilities**

*Provide infrastructure, electric service, and water/wastewater services that are reliable and safe.*

1. In order to ensure the reliable delivery of power beyond 2035, the Electric Utility will publicly evaluate the City’s options to procure energy and associated services.
2. In order to protect the health and welfare of our customers and meet regulatory requirements, the Water Utilities will complete upgrades and expansion of the Springbrook Water Reclamation Center and lead service line removals by 2030.

3. In order to preserve water resources and mitigate unnecessary rate increases, the Water Utilities will work to reduce non-revenue water by 2.5% of purchased water by December 2027.

### **Safety**

*Provide a safe and secure community for all Naperville residents and businesses.*

1. In order to maintain the highest quality public safety departments while in a nationwide hiring shortage, the City will identify opportunities to expand the recruitment pool and enhance the flexibility in the Police and Fire hiring process.
2. In order to improve disaster mitigation, preparedness, response and recovery, the City will create a multi-year Emergency Management and implementation plan by June 30, 2025.
3. In order to increase community involvement, partnership and awareness in crime prevention and overall public safety, the City will provide at least eight public safety education and community engagement opportunities annually.

### **Economy**

*Promote development of the local economy and be a good steward of City tax revenues.*

1. In order to maintain financial resilience and sustainability, the City will evaluate overall revenue diversification by December 31, 2026.
2. In order to facilitate the development of the I-88 Corridor to best meet the needs of current and future Naperville residents, the City will provide support to I-88 corporate representatives, real estate development professionals, and the Naperville Development Partnership (NDP) in the creation and implementation of an I-88 Tollway Study.

### **Mobility**

*Residents can move about the community with ease in a variety of modes.*

1. In order to appropriately scale transit service in Naperville, the City will establish transit priorities and advocate in upcoming regional transit reform and funding processes.
2. In order to improve traffic flow on major streets, the City will complete an update to the Road Improvement Plan by December 31, 2025.
3. In order to improve the ease of walking and travel by bicycle, the City will complete an update to the Bicycle and Pedestrian Plan by December 31, 2026.

### **Natural Environment/Community Design**

*Ensure a well-designed community that values the natural environment.*

1. In order to maintain the Riverwalk's cultural, environmental and economic impact, the City and its community partners will implement the Riverwalk 2031 Master Plan.

2. In order to improve water quality and develop sustainable green infrastructure, the City will establish and measure the impacts of the Native Vegetation Management Program through 2028.
3. In order to further engage the community in preserving the environment, the City will increase the marketing of opportunities for residents and businesses to actively participate in conservation and environmental sustainability initiatives.

### **NEXT STEPS**

After approval, staff will create more detailed work plans that will be shared via the website and City communication channels. Staff will provide formal semi-annual updates at City Council meetings, focusing on half of the priorities at each meeting. Staff plans to complete another community survey in 2026 which would serve as the basis for updating the priorities in 2027.

### **FISCAL IMPACT:**

Fiscal impacts will be communicated through quarterly updates, City Council agenda items for related projects, and the budget process.